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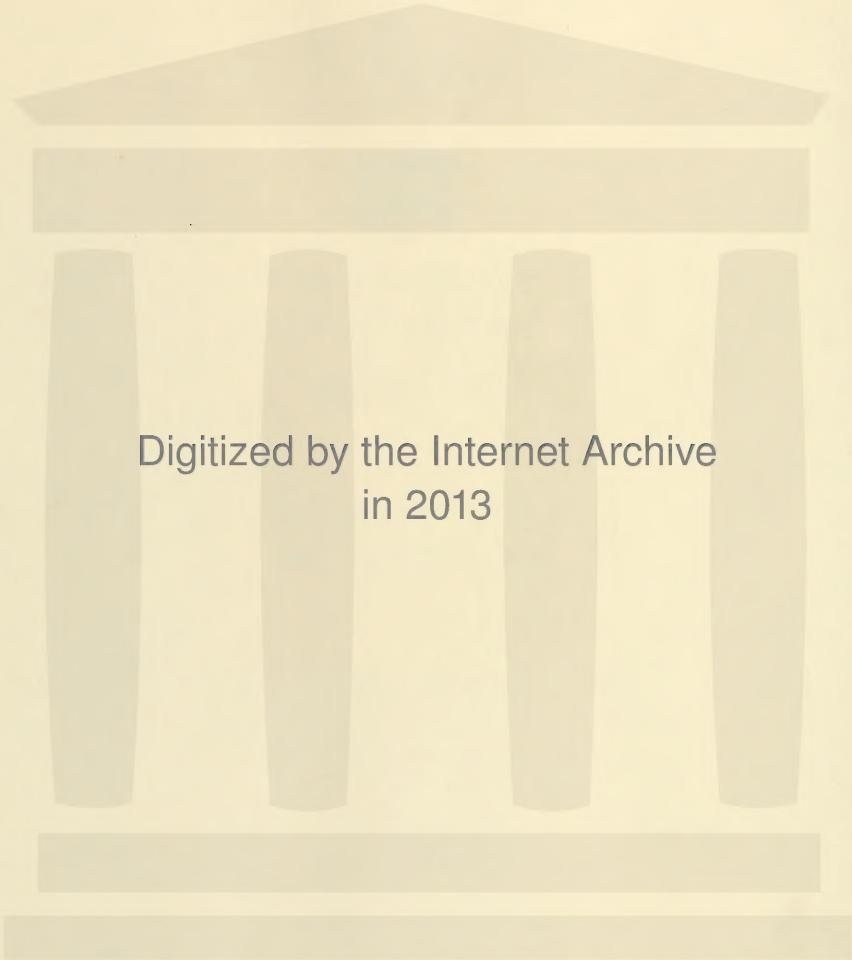
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September 11, 1968

REF 917.9461 M341p
1968/73
Market Street
Development Project
Newsletter /

77-02

San Francisco Public Library

Mayor Joseph L. Alioto
City Hall
San Francisco, Calif. 94102

Dear Mayor Alioto:

Thank you for agreeing to establish a Market Street Advisory Committee of representatives from the San Francisco business community. Enclosed are the names of those whom various business organizations have selected for this committee

The Market Street Task Force (now called the Transit Task Force) was a direct product of work and contributions from the business community. However, in restructuring this Task Force business representation was inexplicably excluded. Your Advisory Committee will once again draw the business community into close contact with the City and its consultants as well as supply a realistic and practical point of view, which now appears to be absent in a number of aspects for the plans on Market Street.

Market Street Development Project's concern reflects the fact that private enterprise is spending in excess of $400,000,000 for new buildings along the Market Street transit corridor. Additionally, we can anticipate the commitment of over $475,000,000 more in the next few years.

It is important that Market Street remain a vital and viable economic entity. No attempt should be made to create another Champs Elysees. This was fitting and proper for another age and culture. We in San Francisco must recognize the realities of 1968 and the 50 years that lie ahead. Our Project seeks a street which will operate in all functional areas and provide an appropriate and satisfying experience for those who use it. It is a street of many characters and this must be reflected in the design. It has been a matter of great concern that the design presently proposed has come about despite the opposition of the downtown business organizations.

The Market Street Development Project stands ready to work closely with you and your administration in bringing to fruition this street design in a manner which will add to the business activity of the many characteristics of the street.

With this in mind, I would appreciate your scheduling an early opportunity for this committee to meet with the design consultants and City staff for Market Street in order that our views can be presented.

With renewed thanks and warmest personal regards.

Very Sincerely,

Eugene Friend
President

CITY AND COUNTY OF SAN FRANCISCO
TRANSIT TASK FORCE

OFFICE OF THE
ROJECT MANAGER

1182 MARKET STREET, SUITE 422
SAN FRANCISCO, CALIFORNIA 94102
558-3757

August 12, 1969

James W. Coutts, Brig. Gen. (Ret.)
Co-Chairman
Market Street Advisory Committee
870 Market Street
San Francisco, California 94102

Dear General Coutts:

Reference is made to the meeting on August 6, 1969, with you and members of the Mayor's Market Street Advisory Committee. This letter will confirm what was discussed at the meeting.

We appreciate your support of the London plane tree (platanus acerifolia)for Market Street, and offer to stand behind your commitment. I understand there will be a future Board of Supervisors hearing on this tree. I have asked that you be notified when they determine a date.

We are gathering information so that a reply can be made to your questions on the planting and maintenance of trees. We are presently awaiting a report from the Market Street Development Project on this subject.

I have asked the Public Utilities Commission and the Department of Public Works for comments on the Kearny Street crosswalk. If they concur that this can be changed without any adverse affect, we will endeavor to revise the design. As it presently stands, we are pleased that you concur with our conclusion to leave the western Mason Street crossing out.

The reasoning for placing single and double rows of trees along Market Street was explained at this meeting. You will receive a written explanation of this.

The Joint Venture Architects have been directed to incorporate the flagpole and socket suggestion into their Market Street design plans.

Regarding Entrance "L" at the Montgomery Street Station, we feel as you do that if one is needed, it should be located on the Market Street sidewalk, east of Post Street. We cannot accept the BARTD-proposed location in the roadway of Post Street for the reasons previously explained to you.

James W. Coutts, Brig. Gen. (Ret.)
San Francisco, California

August 12, 1969

Regarding not having a mezzanine extension to the subway entrance on the southeast corner of Seventh and Market Streets, the reasons were explained at the August 6, 1969 meeting, and a written reply will be forthcoming.

Were the Redevelopment Agency able to finance the Yerba Buena connection to the Powell Street Station, we are sure they would do so. Presently, funds are not available for this purpose. This is quite an important connection and should its construction be deferred until the Redevelopment Agency obtains its own funds, a shutdown of the Muni underground operations would be necessary during the construction of this extension.

Thank you for your and the Committee's continued interest, co-operation and support of our efforts.

Very truly yours,

for Merrill R. Cohn
Jack M. Barron
Project Manager

MRC:ksa
cc Thomas J. Mellon, Chief Administrative Officer
John H. Anderson, Assistant Deputy for Development
William H. Hull, Project Manager, JVA

John Akyptra - RA
$2.7 million

CUSTER AVENUE REVITALIZATION PROJECT U.S.

market street development project NEWSLETTER
870 MARKET STREET SAN FRANCISCO, 94102 • DO 2-2500

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MARKET STREET RECONSTRUCTION
FACT SHEET (prepared by the Transit Task Force)

GENERAL

Market Street is being reconstructed to better accommodate the new pedestrian and vehicular traffic patterns that will be engendered by the new subway system. The redesigned and reconstructed section extends from the Embarcadero to a point 2.2 miles west, near Gough and Valencia, where the Central Skyway overpass crosses the street. When the project is completed, which is expected to be shortly after the completion of the rapid transit and underground MUNI Railway systems in San Francisco, Market Street will become, in effect, a long, linear plaza punctuated by smaller plazas along its length. Lined with trees and with the broad pedestrian areas clearly distinguished from the vehicular areas by contrasting pavements, the street will rank among the great avenues of the world.

Between the Embarcadero and Van Ness there will be three levels of traffic, one surface and two underground. The lower level of the subway will be utilized by the Bay Area Rapid Transit District trains, the upper by the San Francisco Municipal Railway streetcars. At the subway stations there will be underground pedestrian concourses of varying extent. Above ground the street has been designed for an increased flow of pedestrians, with the vehicular traffic reduced to four lanes between the Embarcadero and Eighth Street. Market Street will accommodate 115% of the 1965 volume of traffic.

COST

The total cost is $34,400,000. In June, 1968, the San Francisco voters approved a $24,000,000 bond issue. The additional funds will come from Federal Government urban renewal grants and from BARTD which is pledged to restore Market Street or pay the equivalent amount.

DESIGNERS

Three San Francisco firms are participating in the design. They are the architectural firms of Mario J. Ciampi and Associates,

and John Carl Warnecke and Associates, and the environmental design firm of Lawrence Halprin and Associates.

PLAZAS AND MALLS

There will be three major plazas, Embarcadero, Andrew F. Hallidie, and Civic Center Station. With the exception of the Embarcadero Plaza, they are located at subway stations. At two of the three other subway stations on Market, Davis and Montgomery, there will be smaller plazas. (There will be no plaza at the Van Ness station.)

Embarcadero Plaza, Though technically not part of the Market Street Reconstruction project, this plaza will serve both as the anchor for the street and as the pivotal point linking the waterfront, and the new developments to the north, Embarcadero Center, Northern Waterfront, and the Golden Gateway, with Market Street.

Andrew F. Hallidie Plaza, formerly Powell Plaza, is perhaps, the major station, being the entryway to the downtown retail section. From an underground concourse serving the subway, the plaza, a portion of which is below street level, is reached by a series of broad steps and/or escalators. At street level it is open and bordered with trees, benches, flagpoles, kiosks, vending booths and planters for seasonal displays of flowers. A tourist information booth in the plaza and below, in the mezzanine, an information booth for foreign language speaking visitors have been proposed.

Basically, the plaza was created by bringing Fifth Street across Market to empty onto Eddy. This along with the bringing of Seventh Street across Market, will do much to alleviate the barrier effect that Market had for north-south traffic. The plaza will occupy the north side of Market on both sides of Fifth and will extend east to Powell. Powell Street will become a tree-lined pedestrian mall for the first block or so, though the cable cars and their turntable will remain.

Civic Center Station Plaza will be located at the junction of Fulton and Market and will extend east to Seventh Street, which has been brought north of Market to empty onto McAllister. The first two blocks of Fulton Street (and the first half block or so of Leavenworth) will be converted into a tree-lined mall leading directly to the City Hall and the Civic Center complex. Dominated by a massive sculpture, the plaza will serve as the turning point on Market, directing traffic out Market, or, particularly in the case of parades and other ceremonial events, up the mall to City Hall.

Other plazas (public). There will be smaller plazas at Post and Montgomery, Bush and Battery, and California and Drumm, occupying in general the small, triangular areas formed by the intersections of the respective streets.

Other plazas (private). There are, or will be, small privately owned plazas surrounding or in front of various buildings along Market, including the Fox Plaza, Aetna Life, Standard Oil, Crown Zellerbach and Mutual Benefit Life Buildings.

TREES

The trees planted along Market will be sycamores or London plane trees. They have been proven on San Francisco streets. Hardy, large and well-shaped, the tree grows to a height of 35 to 40 feet and lives to a hundred years or more. Their branch structure is open, allowing for filtered sunlight during the winter when the sun is low. In the fall the turning of the leaves will give a note of seasonal color to the street and, as they shed their leaves in a relatively brief period, four to six weeks, the clean-up time is minimal compared with other deciduous trees which shed over a period of several months or evergreens which shed all year long.

Approximately 600 trees will be used along the street, planted in single and double rows. They will be planted flush with the street level. There will be specially designed grates for protection against vandals and vehicles. The intial plantings will be of trees with a 4- to 6-inch diameter trunk, an 8- to 10-foot spread, and 20-to 25-foot height. Relatively fast growing, the trunks will be pruned to a height of 12 feet to provide unobstructed vision at street level and clearance for trucks and buses. The tops will not be pruned.

PEDESTRIAN AREAS

As the focus of Market Street will be the pedestrian, the sidewalk looms as the major component of the street. From the Embarcadero to Eighth Street, the sidewalks will be 35 feet wide, except where the service and right turn lanes reduce the width to 26 feet. From Eighth Street to Van Ness the sidewalks will be 26 feet wide, from Van Ness to the Central Skyway overpass, 16 feet.

The sidewalk divides into several functional zones. On the inside, next to the store fronts, is the shopping zone and the major area of pedestrian traffic flow. Under the trees there will be the street service equipment and the street furniture. On the outside next to the curb, will be the bus loading areas, service bays and right turn lanes.

All of the pedestrian areas, sidewalks, plazas, and crosswalks will be paved with brick to distinguish them from the vehicular areas. On the sidewalks the brick will be laid in a herringbone pattern, in the crosswalks, a running bond, and in the plazas, various patterns. Inlays and areas of special definition, such as the base of the lamp standards, flag-

poles, or around the trees will be of brick laid in special patterns. Curbs and gutters will be of granite and thus almost indestructible. The contrast of the grey granite and the red brick will make it impossible to mistake the curb and sidewalk.

VEHICULAR AREAS

Between the Embarcadero and Eighth Street there will be four lanes of traffic on Market, two each way. Between Eighth and Van Ness there will be six lanes, beyond Van Ness to the Central Skyway overpass, eight. In the downtown section there will be service bays, as needed, to accommodate from one to five vehicles. To facilitate pick-up and delivery, parking in these bays will be limited to commercial vehicles only. There will be no parking on Market, outside of the service bays.

At certain intersections there will be right turn lanes to facilitate turns and avoid congestion. At major intersections there will be a medallion in the center which serves both as decor and as a means of alerting drivers to the intersection.

The center dividing strip will be a course of granite contrasting with the asphalt pavement.

There will be no overhead wires along the street.

STREET FURNITURE

There will be a uniform and integrated design for all of the street furniture, i.e., bus shelters, kiosks, telephone booths, newspaper racks, vending stands, traffic signals, drinking fountains, trash receptacles, planters, emergency call boxes, etc. Certain items, such as emergency call boxes, can be integrated simply by mounting them on uniform standards, others must be specifically designed. Only the fire hydrants and lamp standards will not be redesigned.

Kiosks are being designed to serve not only as vending stations, but to add color and interest to the street; they will be decorated with advertising posters, public announcements or purely decorative posters. There will be both news and magazine stands as well as flower stands.

Bus waiting stations will be open shelters supported on poles and will have transparent roofs. They will be well marked; at night with amber lights, to indicate the bus stops. Subway entries will be distinctly signed and at each entrance there will be, at street level, a route map of both the BARTD and the MUNI Railway lines.

There will be benches along the street. The shape will vary, some oblong, some square, but they will all be made of granite, to eliminate vandalism. In some of the major plazas there will be wooden benches with backs.

There will be specially designed sidewalk display cases for merchants.

To provide for seasonal flower displays there will be planters on the street.

Throughout the length of the street all of the public street and traffic signs -- all those put up by governmental agencies -- will be graphically coordinated. They will be handsome, easy-to-read signs. Traffic signals will be cantilevered a few feet out into the street itself to assure easy visibility.

Sidewalk cafes have been proposed for Annie Street, Ecker, and the Mechanics Monument Plaza. A tourist information booth has been proposed for the Andrew F. Hallidie Plaza with a foreign language speaking visitor information booth on the mezzanine.

In the retail area the street furniture will be in open groupings to provide for a large, uninterrupted flow of traffic. In the financial area the grouping will be closer but will not impede the traffic flow.

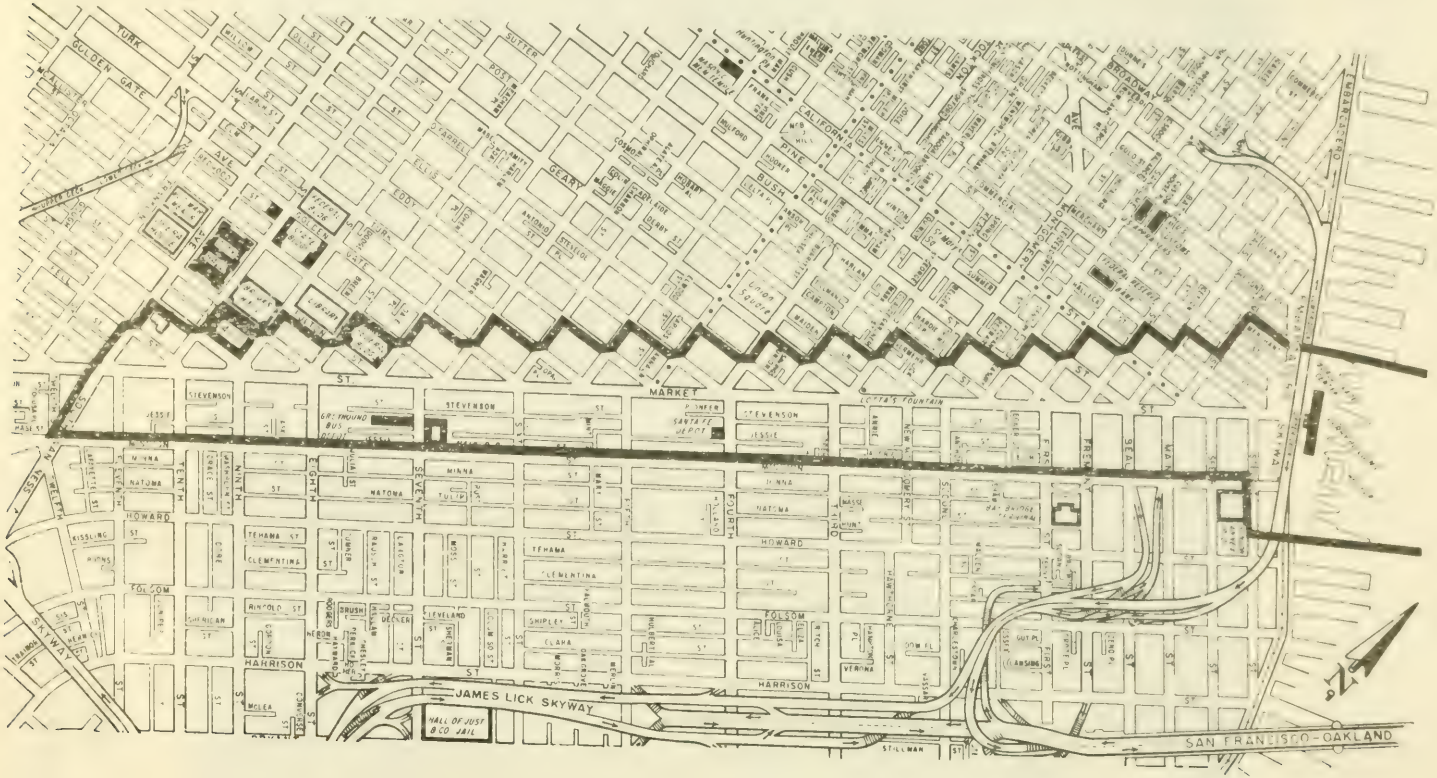
LIGHTING

The existing Path of Gold lamp standards will be retained, refurbished in ultramarine blue with gold trim. They will be equipped with new 400-watt lights which, with new reflectors and lenses, will give three-and-a-half to four times as much light on the street and twice as much on the sidewalk as the present lights give. The light on the street will have a slightly amber cast, on the sidewalks a slightly pink cast. (The amber light provides better visibility for motorists, the pink is more flattering to pedestrians.)

For both safety and appearance the trees will be lighted with two lights. There will also be power outlets so that seasonal lights may be installed if the merchants desire.

All bus waiting stations, subway entries, kiosks, telephone booths, etc. will be well lit.

MARKET STREET DEVELOPMENT PROJECT INC.



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MARKET STREET DEVELOPMENT PROJECT, INC.

NEWSLETTER — MARKET STREET PLAZAS

(Text prepared by Transit Task Force. On the cover is a photo taken from the working model of how the Market Street of the future will look.)

market street development project
870 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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PLAZAS

Two large-scale plazas along Market Street will embellish the future downtown San Francisco.

The larger, the United Nations Plaza, will cover nearly an acre at the intersection of Market, Fulton, and Leavenworth. Hallidie Plaza, named for the inventor of the cable car, will be at the juncture of Market, Powell and Fifth. Both plazas are located by BART stations.

Part of the $34,400,000 Market Street rebuilding program approved by the voters in 1968, the plazas were designed by the three San Francisco firms responsible for the overall design of the street, Mario J. Ciampi and Associates, John Carl Warnecke and Associates, and Lawrence Halprin and Associates.

Though both plazas will utilize essentially the same materials used on Market - the brick of the sidewalks and the white Sierra granite of the curbs - they are completely different in design and purpose.

more . . .

Linking Market Street and the downtown area to the Civic Center, the United Nations Plaza is a large open area with a huge fountain set to one side. To create the Plaza the first blocks of both Fulton and Leavenworth will be closed to vehicular traffic. Fulton, between the Plaza and Hyde, will become a tree-lined mall leading to City Hall.

Dominating the eastern portion of the Plaza is the fountain. It is made of massive granite slabs stepped up to form a series of varying sized pools. Some 10,000 gallons of water will be recycled through the fountain every minute. To avoid windy-day spray, the water flows against the rock for the most part. Surrounding the fountain is a large irregular shaped hexagonal pool, set several steps below the street level.

On the opposite side of the Plaza, at the foot of the Fulton Mall, is the entry to the BART Civic Center Station. Surrounded by grass-covered terraces, the entry way is flared to give the traveller an imposing view of the City Hall as he emerges from the station by stairs or escalator.

Bordering the Plaza, opposite Market, and backing the fountain, will be a row of oaks, while conifers will be planted on Leavenworth. The Fulton Mall will be planted with London Plane trees which will connect with those already growing in the Civic Center. A vertical accent above the BART entry is provided by a cluster of poplars. Planting along the Market Street side of the Plaza will be interrupted to create an open, spacious effect.

more . . .

By contract, the Hallidie Plaza is much more intimate. It serves to connect the street with the concourse level of the BART Powell Street Station which will be the most heavily used station in the entire system. The central portion of the Plaza is below street level, a few steps above the station concourse level.

Triangular in shape with its long base along Market, Hallidie Plaza is divided into two unequal sections by the Fifth Street extension. With the small triangle to the west, the larger to the east, the two parts are connected by a broad, arcade-like passage under Fifth Street. Along one side of the passageway is a glass-enclosed space designed to accommodate a visitor-oriented activity. In the eastern section is the main entrance to the BART station.

By the entry to the station concourse is a broad, low flight of stairs leading to the floor of the central sunken portion of the plaza. Traffic between this level and the street will utilize either the stairs flanking the Fifth Street overpass, or the stairs and escalators paralleling and adjacent to Market Street.

The walls of this central portion of the Plaza are terraced and are made of granite set in vertical slabs. There are four levels of terraces. The lower three, which are on the sides opposite Market, are planters in which rosemary, wisteria, and other hardy plants will be grown to give seasonal color. Above the planters is the upper terrace, a few feet below

more . . .

street level. It is a pedestrian promenade along which are numerous benches. Cascading down over the walls, from the promenade level, will be masses of Baltic ivy.

Three different types of trees will be used in the Hallidie Plaza. Clustered in small groups on the floor of the central section will be honey locusts, light and airy trees. On the street level, above the promenade, there will be a row of carobs, a round-leafed, full-bodied evergreen. Along Market there will be the London plane trees, here two abreast, which are used the entire length of the street.

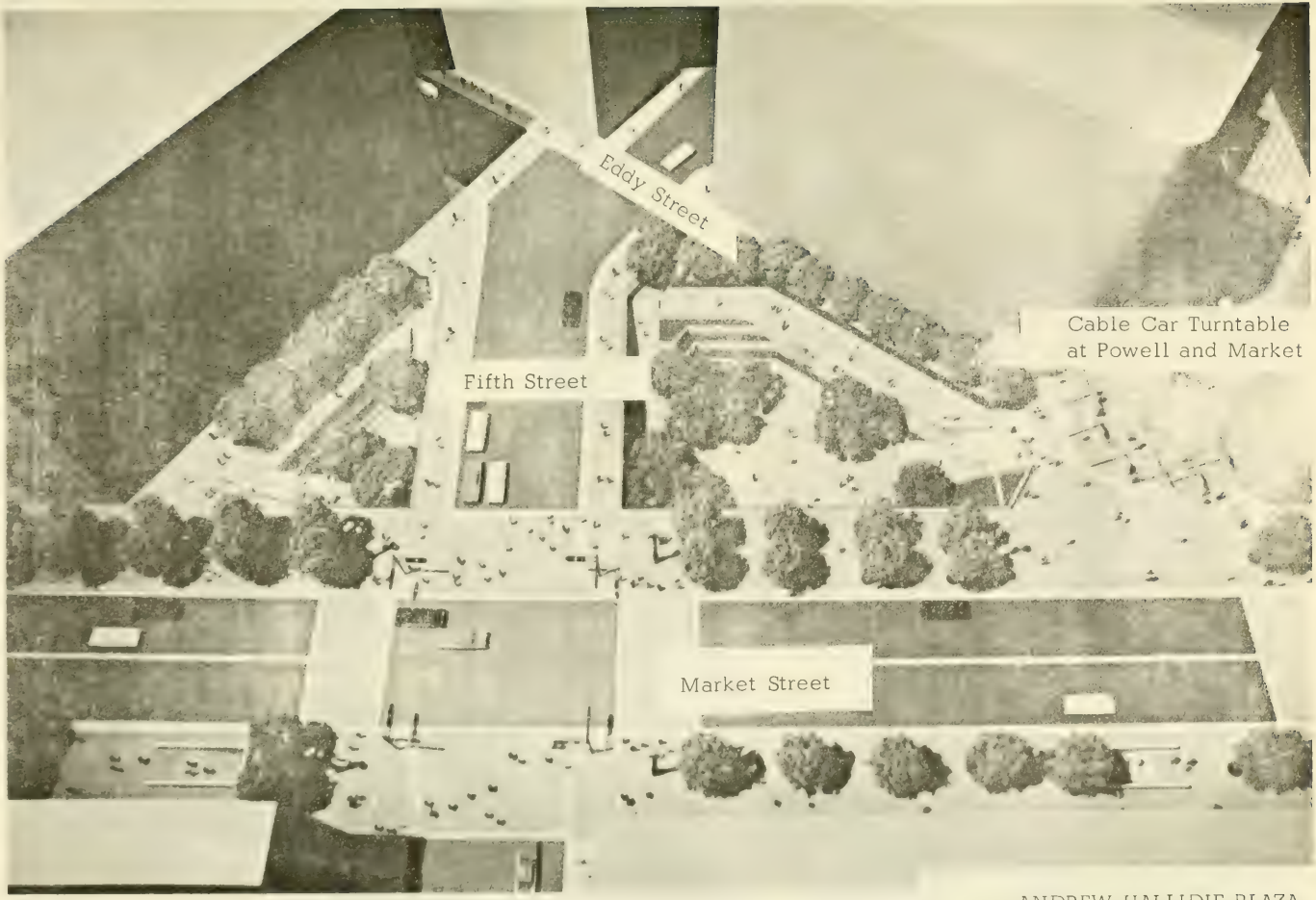
The street level portion of the Plaza which rings the central, lower section, is sufficiently open to avoid congestion. Here the sidewalk along Market is 35 feet wide, along Fifth, 15. The walkway between the buildings and the promenade is some 20 feet wide.

On the eastern side of the Plaza is Powell Street and the cable car turnaround. The turnaround is marked by a series of white granite rings set in the brick pavement and further by a semi-circle of poles. These poles will carry banners and pennants which will vary with the season and event and which will give added color to the Plaza. Additional color will be obtained by the use of seasonal plantings in the various planters in the Plaza.

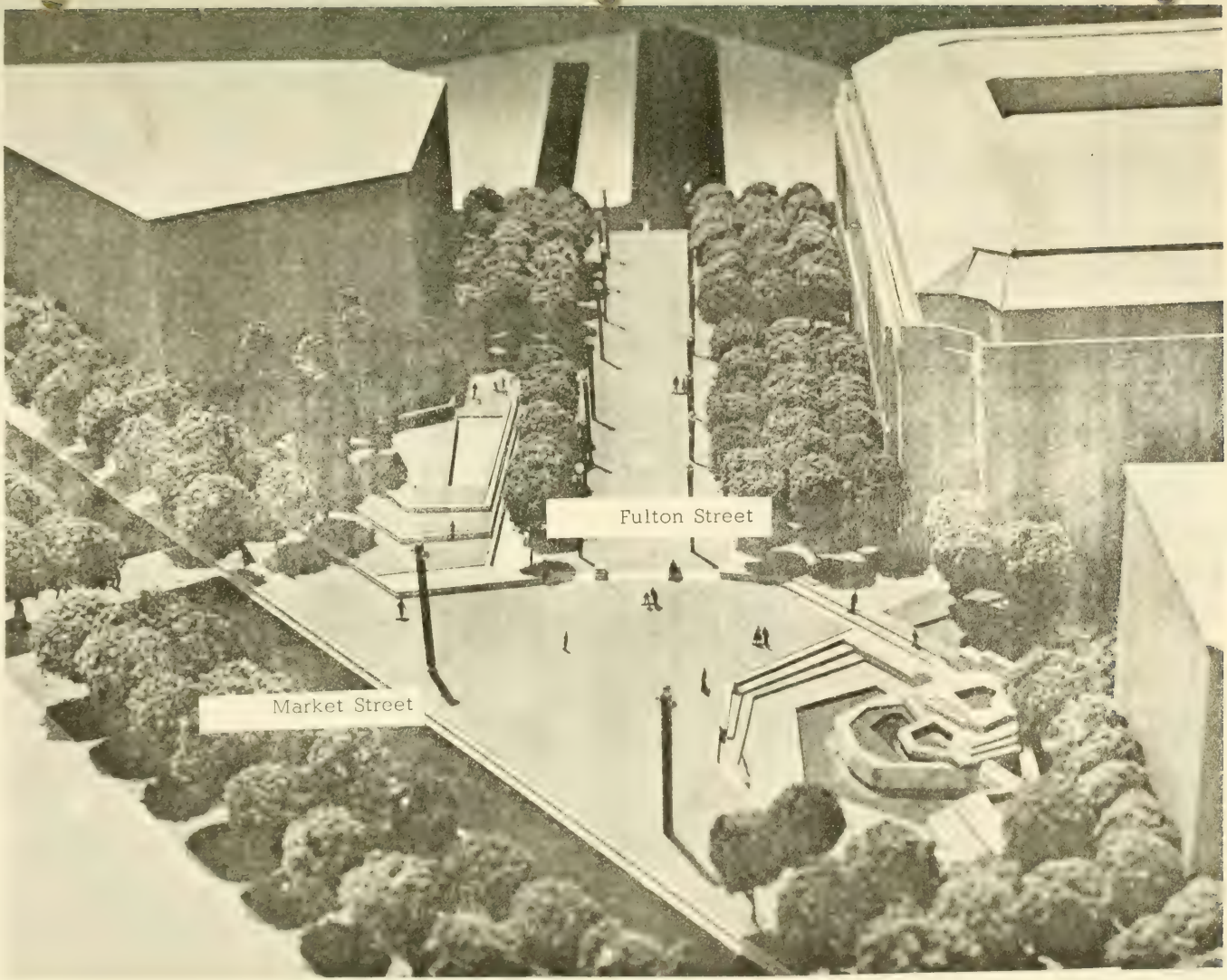
more . . .

As both the United Nations Plaza and the Hallidie Plaza are extensions of Market Street, both will be paved with brick laid in the same herringbone pattern that is used for the sidewalks. And the same street furniture that was designed for use on Market will be used in the plazas. In particular, Hallidie Plaza will have in addition to the usual street furniture, a flower stand, newsstand and telephone booths. In both plazas there will be appropriate commemorative material. The United Nations Plaza will have an inscription and plaque suitable to memorialize the founding of the United Nations in San Francisco in 1945. Andrew S. Hallidie, a trustee of the University of California and best known as the inventor of the cable car, will be honored with a narrative plaque.

At night both plazas will be fully illuminated by street lights and by lights within the plazas themselves. At the United Nations Plaza the fountain will be lit, giving it a new and dramatic aspect.



ANDREW HALLIDIE PLAZA



UNITED NATIONS PLAZA

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THE FUTURE GOALS OF THE MARKET STREET DEVELOPMENT PROJECT

1971 - 1975

STIMULATING

street, sidewalk, plaza beautification
general housekeeping

CONTROLLING

signs
nuisances

COORDINATING

policing
traffic

DEVELOPING

public information
investment data

PROMOTING

Market Street
adjacent areas

OUR ACCOMPLISHMENTS

In 1962, the San Francisco Planning and Urban Renewal Association (SPUR) issued a report on the future of San Francisco's main thoroughfare. The report urged three objectives: (1) to transform Market Street into one of the World's most attractive boulevards (2) to rid Market Street of its shabby atmosphere (3) to put new life into Market Street as a center of Bay Area business, shopping and entertainment.

SPUR published an extensive study "Blueprint for Action" and one result was the formation of the Market Street Development Project to help carry out that program.

In 1965, an evaluation of the MSDP program was prepared by then director Gerald J. McLindon and with it a five year plan of action. This report proposed the MSDP should "take the role of leadership to marshall the business community for a concerted effort and an effective voice in planning and development procedures in the City." The report further urged, "the orderly and constructive development not only of Market Street, but of all the downtown area."

This organization took the role of leadership in originating plans for the building of the Embarcadero Station of BART; acted as clearing house for the $500,000 contributions needed to begin construction and also originated the necessary legal action to clear the remaining hurdles. Efforts in the State Legislature to include this important BART station had failed. The Project, working in cooperation with various downtown business interests, took the initiative and was successful in the complex detail work needed to include this downtown station in the final plans

This organization took the role of leadership in forming the Mayor's Advisory Committee for Market Street, and helps maintain its activity. This group is composed of representatives of the major downtown organizations and meets regularly with City officials to discuss problems of building Market Street.

This organization proposed the idea of the present Transit Task Force and provided the first Director and a good deal of the furniture, while SPUR initially paid the rent for the office used by the group. When the voters of San Francisco in 1968 passed a $24.5 million bond issue to beautify Market Street, the Task Force was assigned to handle the complex details of this program and a Joint Venture Architect group was retained for the planning problems. The MSDP works closely with the Task Force and the Architects on the many details of this program.

We aided in the policy decisions of the location of BART station entranceways and the very complex problem of relocating utilities, as well as basic traffic patterns to be used during the construction period. The Project also undertook a very comprehensive study of deliveries to all Market Street properties, a study which was fundamental to final design decisions.

The Project initiated the request for the Federal Grant of $10 million to build mezzanine extensions to the several BART stations on Market Street, with the then project director going to Washington to help push through the successful grant.

The Project was instrumental in getting BART station mezzanine floor levels raised to 21' 0" below street grade, which enabled private building to build special entrances and we did a good deal in developing the criteria for such private connections. The Project also advanced many ideas and proposals for BART station construction and utilities.

In May of 1970 the Board of Supervisors passed a special sign ordinance for the Market Street jurisdiction to further the program of improvement. This organization helped coordinate the various organizations in numerous planning sessions and to effectively get the various compromises needed to obtain cooperation by all in agreeing to the new regulations.

We have aided the City Planning Department in the enforcement of this sign ordinance by various newsletters of information and in a two-month period in early 1971 we made a door-to-door visit to every merchant on the street to personally acquaint him with the new provisions of the ordinance.

We were further of assistance to the City in regard to the tree planting program and the decorative brick schedule. Working with the Bureau of Engineering we meticulously arranged meetings with a total of 126 property owners at the location of their property to explain the requirement of sub-sidewalk work required by the beautification program. At these meetings various background material and blueprints were given to the owners and their representatives to explain the requirements.

We were further involved in the various matters of law enforcement and policing of Market Street. We established liason with the Police Department and the District Attorney's Office to control the various undesireable elements and to oppose permits for pinball and panorama stores. We were further active with the police in their drive against the various stag film theatres. We appeared regularly to testify before various boards and appeals hearings.

Legal matters are almost continuous on various Market Street problems and we have been actively engaged whenever it was required to be of help. We filed amicus curiae (friend of the court) briefs in legal matters of the Yerba Buena Project

and the taxpayers suit seeking to block the transfer of $22.5 million of BART funds to complete the Embarcadero Station.

The front entrance of the Yerba Buena Project fronts on Market Street and we have worked with the director and officials of the Redevelopment Agency on this project.

We have established close liason with officials of BART and the various contractors as well as PBTB on the multitude of construction problems arising on Market Street. We have regularly arranged tours underground Market Street through the subway for interested parties. In July of 1970 we arranged for an Open House for the public to tour the Montgomery Street Station to see the construction underway, and more than 10,000 persons were in attendance.

We also worked in close cooperation with officials of the extensive British Week exhibition in downtown San Francisco in October 1971.

THE NEXT FIVE YEARS

Market Street in the next five years will begin to have life, color, texture, interest and all the vitality a great street should have. Trees, benches, and other street furniture will all add to the quality of the experience because it will be attractive and reflect a quality of life for people. The new Market Street should attract large numbers of shoppers and visitors which will mean a great potential for vastly improved business - providing that Market Street furnishes the variety and quality of services needed.

In the coming five years we must have a Street Maintenance Program:

1. Flushing and Cleaning sidewalks & pavements
2. Maintenance program for trees
3. Litter control procedures

Other programs that must be planned and developed include:

1. Station Maintenance
2. Street Construction
3. Building Development
4. Environmental Protection
5. Transit Service
6. Traffic and Parking
7. Security and Policing
8. Signs and Identification
9. Project Information
10. Publicity & Special Events
11. Business Development Studies

One of the first things that must be done on Market Street is to see that the $24.5 million bond improvement program continues on an uninterrupted schedule. The monies to be spent for this program will continue probably until 1975.

There are two major plazas scheduled for Market Street under the bond issue, the Andrew Hallidie Plaza and the United Nations Plaza. There will also be a maintenance problem for these two plazas as well as the Vaillancourt Fountain and Plaza at the foot of Market Street. This latter area is under the jurisdiction of two other City departments, though a major part of Market Street, and there must be continuous coordination.

The matter of the tree planting and the placing of the decorative brick on the sidewalks will be a major problem in the coming year. There will be numerous construction and engineering problems arising with the various subsidewalk basements and tree wells that must be handled.

Another major problem in the coming years will be the matter of keeping the new sidewalks clean and the continuous cleaning-up of fallen leaves and other debris. There will be the continuous problem of spraying and trimming the more than 700 trees to be planted. The City will be required to set up a special crew, or department, of workmen for the trees on Market Street, which will include repair work.

Further there will be required liason with the Street Cleaning Department that has the problem of cleaning Market Street curbs. The increased number of people may well increase this problem.

The opening of the BART system with underground stations will open a whole new area of problems that the MSDP must be prepared to meet in cooperation with the BART staff. The headquarters for BART will be permanently located in Oakland, so our office will quickly become the locale of complaints.

The mezzanine section will be open to the public so that again there will be a cleaning problem and the matter of dealing with street characters and other un-

desireables. The second level is in the jurisdiction of the City's Muni Railway, as differed from the third level which is BART's jurisdiction. There must be constant vigilance by MSDP to see that the public will find good service and fast response to problems and complaints.

The matter of law enforcement in BART subway stations will be a problem to contend with. The matter of police jurisdiction has yet to be worked out on the three levels of BART and this excessive layers of police responsibility has shown itself to be a problem in the past to Market Street merchants and property owners.

We must someday solve the problem of police jurisdiction on the surface of Market Street. The south side of Market Street is under the jurisdiction of the Southern Police Station. The north side of Market Street is under the jurisdiction of the Central Police Station. The upper part of Market Street is under the jurisdiction of the Northern Police Station. The center of Market Street is under the jurisdiction of the Traffic Department. To top this problem, the individual matters of fraud, pickpockets, etc., is mostly under the separate jurisdiction of the Bureau of Inspectors.

With the end of construction and debris on Market Street we can expect more foot traffic with the new and wider Market Street sidewalks. This will bring forcefully to our attention the problem of dealing with shoplifters in the retail stores; vandalism in office buildings and again the various street characters and over - aggressive street salesmen of specialized newspapers and various religious advocates and petition signers.

Our work will be needed in the coming years to see that the provisions of the new sign ordinance are enforced, with specific reference to that section on temporary signs. The Planning Department has but one enforcement officer for the

entire City and our group must be the civic agency to supplement their work.

With the new look on Market Street and new regulations and new furniture we will be needed as a center of information as to City regulations and procedures. We will be needed to constantly furnish factual information for various organizations around the country as we maintain membership in IDEA (International Downtown Executive Association) and individual downtown groups around the country seeking details of the new Market Street.

One of the major goals in the years ahead will be the promotion and publicity of the new Market Street. Members of MSDP have been persistent in advocating the goal of bringing more attention and the positive image to the various news media, both local and national, to help advertise the new Street. This can come about by many ways but onelesson has been that there must be a sustained and concentrated effort to bring about this publicity and promotion in a positive manner and image.

We must also be prepared in the next few years to assist our members in any of their individual problems at City Hall in which we can be of any assistance.

We should also in the coming years consider a program of encouraging the various property owners to steam clean and refurbish the fronts of their building as one more step forward in a beautification program.

There is a need for various studies and reports that go into the field of planning, real estate values, retail sale volume and high rise building programs. This organization should help originate such study projects with the schools of business of the various Universities in the Bay Area, and then aid in their distribution.

This organization should be alerted in the coming years to work with various government departments to help initiate applications for various State and Federal funds in the field of rapid transit and ecology. There is also need to promote and encourage a noise control program for Market Street and the downtown area.

We must be prepared to work with and coordinate the activity of the Golden Gate and Highway District which is planning to schedule its commuter buses into downtown Market Street.

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF CITY PLANNING

100 LARKIN STREET · CIVIC CENTER · SAN FRANCISCO, CA. 94102

May 1970
Revised February 1971

REQUIREMENTS OF THE MARKET STREET SPECIAL SIGN DISTRICT

The special sign district for the Market Street area has been enacted by the Board of Supervisors and became effective May 18, 1970. A moratorium that had prevented approval of new signs by the City in this area expired May 10. The special sign district extends to a depth of 100 feet on both sides of Market Street from The Embarcadero to the Central Skyway overpass, and includes the Hallidie Plaza area and Powell Street from Market to Ellis.

In January 1970 all property owners in the proposed sign district were sent a public hearing notice and a copy of the report describing the proposed sign standards and the reasons for them. These standards had been developed in cooperation with the organizations representing Market Street owners and businessmen. Strong support for the ordinance came from the business community and from the public at large.

The sign standards are intended to further the program of improvement being sparked by the extraordinary public investment in the reconstruction of Market Street. San Francisco has an opportunity to achieve high quality all along the street in the early years of this decade, and the standards of the special sign district are an important part of this effort.

Requirements Applying to Existing Signs

In order to have the sign ordinance truly effective in changing the appearance of the street, it is necessary that certain of the key provisions be retroactive. Therefore, signs that do not comply with these provisions must either come down or be changed to conform within a stated time period. The periods established are related to the schedule for reconstruction of the street area.

1. Temporary signs now in place anywhere in the district must be taken down by May 18, 1971. These are signs composed of paper or other temporary material, affixed to the outside of a building or to the inside or outside of a window, and not placed in a frame specifically designed for this purpose.

2. Canopies and other structures resting on the sidewalk must be removed by May 18, 1971, if these structures extend within Market Street, within Powell Street, or within any other street area in the district opposite a street property line that abuts Market Street and faces Market Street at an angle of less than 90 degrees.

3. Signs, marquees and awnings projecting more than six feet over the sidewalk must be removed by May 18, 1972, if these structures project over the street areas described in (2) above. In certain unusual circumstances described in the ordinance, the Zoning Administrator has authority to permit retention of structures projecting as much as, but no more than, eight feet.

4. Moving parts in signs anywhere in the district must have movement stopped by May 18, 1973.

5. General advertising signs (billboards, and other signs for off-premises advertising) anywhere in the district must be removed by May 18, 1975.

Voluntary compliance by the dates cited here is expected of the building owners, tenants and owners of the signs. In the case of (2) and (3) above, the permits under which the signs and other structures were originally put up over the street areas will be revoked as of the date when compliance is required. In addition, the ordinance provides that every existing sign of any kind must be adequately maintained in its appearance as long as it remains in place.

Requirements Applying to New Signs

When new signs are put up in the special sign district, they are subject to the following requirements:

1. Projection: All signs, marquees and awnings are limited to a projection of six feet over the sidewalk.

2. Height: There are five requirements, as follows:

   a. No roof signs are permitted.

   b. Signs attached to building walls may not extend above the roof line.

   c. Projecting signs are limited to a maximum of 60 feet above the street, or 20 feet below the roof line to a maximum of 100 feet above the street, whichever is greater.

   d. All other signs are limited to 60 feet above the street, and in any case may not be placed above the ground and mezzanine floors unless the upper floors are without windows.

   e. For each building, signs placed flat against the wall along the street frontage must have uniform height in both their upper and lower edges.

3. Temporary signs: With the exception of holiday decorations, no sign composed of paper or other temporary material may be affixed to the outside of a building or to the inside or outside of a window, unless placed in a frame specifically designed for this purpose.

4. Lighting: Illumination and flashing are not restricted by the ordinance.

5. Movement: Moving parts in signs and "wind signs" (strings of banners) are not permitted.

6. General advertising signs: Billboards and other general advertising signs are not permitted, except that one-third the area of a business sign, up to a maximum of 25 square feet, may be devoted to the advertising of commodities sold on the premises by brand name or symbol.

Permit applications for signs are filed at the Central Permit Bureau of the Department of Public Works. For further information on the Market Street sign standards, and discussion of plans for signs prior to the filing of permit applications, the Department of City Planning should be contacted at 558-3056. Scaled drawings must be submitted with all applications in a manner sufficient to show that the ordinance requirements will be met.

It cannot be emphasized strongly enough that the standards of the ordinance are merely minimum requirements. It is expected that creative design talent and cooperative efforts of owners and business organizations will go considerably further in helping to bring a quality environment to Market Street.

news
FROM COPPER DEVELOPMENT ASSOCIATION INC.
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FOR IMMEDIATE RELEASE

FOR ADDITIONAL INFORMATION
Estes Jones (212-867-6500)

San Francisco's New $25 Million Market Street To Include 2 1/2 Miles of Bronze Street Furniture

Two-and-a-half miles of street furniture--90% of which will be solid bronze or bronze-clad--are a key element in San Francisco's mammoth $25 million Market Street reconstruction project now underway.

Embracing about 20 distinct furniture types for a total of roughly 500 pieces, the new San Francisco street furniture will be the most visible element in the largest urban street redesign project in the U.S.--and perhaps in recent world history. These pieces will range from bus shelters, paired telephone booths, flower stalls and newsstands to clocks, drinking fountains, benches, poster kiosks, and waste receptacles.

The dramatic street furniture is to be positioned along the new downtown Market Street stretching from the Embarcadero to the Central Skyway overpass. This is to be a broad and handsome tree-lined boulevard with sidewalks newly widened to 35 feet and of herringbone patterned brick. Curbs and gutters will be of granite.

Emphatically pedestrian-oriented with vehicular traffic held to four lanes, the new Market Street is designed to accommodate the

-More-

increased foot traffic resulting from the new 75-mile long Bay Area Rapid Transit (BART) system.

For most of Market Street there will be four levels of traffic--one surface, the other three subterranean. The surface level is for pedestrians and vehicles, the second or mezzanine level is for pedestrians exclusively and will function principally as basement entrances to major stores and for vending operations and collecting fares. The third level is for MUNI Railway street cars, the fourth for rapid transit trains.

Included in this massive reconstruction program, and also embellished with new street furniture, are two large-scale plazas plus four mini plazas and malls along Market Street.

"Because the Market Street reconstruction project aims principally at returning this main artery to the pedestrian, of getting rid of clutter and chaos, of making our city more livable and more lively, street furniture just naturally becomes a pivotal factor," explains William R. Hull, project architect on the overall Market Street program and a director of the Market Street Joint Venture Architects.

Bronze was chosen as the chief material for the new street furniture along with glass and granite because bronze not only is an "elegant, traditional, and natural material, but also because it 'heals itself'--scratches, scuffs, and scars become obscured through bronze's natural patina," declares Mr. Hull. "Glass and granite, too, are

natural materials, and when glass is tempered, it becomes a highly durable partner with granite and bronze." Bronze is an integral element in all but perhaps three of the chief furniture types included in the new program.

According to Mr. Hull, whose responsibility it is to guide the street furniture project from initial concept through execution, the unifying "look" running throughout the program is one of "large shapes defined by bronze."

The basic design direction, Mr. Hull explains, is "modular in concept, rectangular, lean, and straight-forward." The overall impression sought is one of "elegance, solidarity, sophistication, naturalness," he says.

In charge of the overall design of the new Market Street program, including the street furniture, Joint Venture Architects is made up of Mario J. Ciampi & Associates, John Carl Warnecke & Associates, and Lawrence Halprin & Associates, all headquartered in San Francisco.

Among the new Market Street furniture pieces are these:

o Bus shelters: Giant, 12-foot-high single-columned "umbrellas" of bronze-clad steel with bronzed-tinted safety glass roofs and procelain enameled directional signs, with decorative lighting of multi-faceted glass lens and reflectors to give a warm, sparkling effect.

o Street clocks: Sphere of solid bronze containing four-sided

clock on 14-foot-high granite shaft.

- Drinking fountains: Bronze hemisphere--to deflect water and prevent trash from collecting in basin--mounted on granite base with bronze fixtures and grating.

- Flower tubs: Cast bronze tubs, five-foot in diameter, and concrete lined.

- Telephone booths: Paired telephone booths in bronze-clad body with tempered bronzed glass panes, also with multi-faceted decorative lighting seen through bronze-tinted plastic dome roof for golden, sparkling glow.

- Waste receptacles: Bronze-clad units over concrete body containing a plastic lining.

- Subway entrance railings: Bronze-clad railings at major stations on new Market Street for the Bay Area's new rapid transit system.

- Advertising kiosks: 12-foot-high concrete column topped by bronze-clad cap of distinctive kiosk shape.

- Pedestrian lighting fixtures: 10-foot-high pole and cap of solid bronze with lower portion of cap in translucent glass.

- Flower stands: Circular flower shops, 12-feet in diameter, with curving door, clear glass panels, and all exposed metal surfaces of bronze-clad steel.

-More-

- Display cases: Bronze-clad cases--4'8" square--on bronze-clad supports as free-standing sidewalk display cases for retailers.

- Theater signs: 7'8"-high bronze-clad case on bronze-clad supports for sidewalks in front of theaters to contain theater signs and advertisements.

- Transit map case: Illuminated bronze-clad case on bronze-clad supports containing maps of new rapid transit system.

- Benches: Plaza benches, 10-foot-long wooden benches on bronze supports; street benches, five-foot-square granite benches on concrete base.

- Rapid Transit System elevators: Six-foot-square elevators--designed particularly to aid those in wheel-chairs--with bronzed glass on three sides plus bronze-clad doors, side enclosures, fascia, and vertical poles.

- Magazine and news vending stands: Modular stands, 9' high, 14' wide, with tempered opaque bronze plate glass, and all exposed metal surfaces bronze-clad.

- News vendor kiosks: Modular units of similar design, with opaque bronze glass panels, and all metal surfaces bronze-clad.

- Newspaper vending machines: Bronze-clad cases, 6' high, 2'3" wide, containing newspaper vending equipment on bronze-clad columns.

Depending on street construction schedules, the bulk of the San Francisco street furniture should be installed during 1973.

According to Jack M. Barron, project manager, transit task force, City and County of San Francisco, among the many unique aspects of the San Francisco reconstruction program is that the total project is being financed by the citizens through a bond issue passed by a 78% majority. "This suggests," he says, "just how much San Franciscans care about San Francisco."

The two major plazas to be developed along Market Street are the Hallidie Plaza and the United Nations Plaza. Named after the inventor of the cable-car, the Hallidie Plaza will be located at Powell and Market, the "turn-around" point for the cable-car going to Fisherman's Wharf. The United Nations Plaza will cover almost an acre at the intersection of Market, Fulton, and Leavenworth. The four smaller plazas or malls will be located at the California Street cable-car turn-around at Drumm and Market; at the corner of Busch and Market at Mechanics Monument; next to the Palace Hotel at Annie St. and Market; and the fourth--a mall--will be created by the closing of Powell Street to vehicular traffic from Market to Ellis.

Also very much a part of the new San Francisco now under construction are the now completed programs for renovating Upper Market Street between the Central Skyway and the foot of Twin Peaks, plus the reconstruction of Mission Street at 16th and 24th Streets. "In these two programs particularly," reports Mr. Barron, "we stress the neighborhood aspect, letting the new plazas, parks, and broadened sidewalks

serve as a focus and unifying element for the surrounding area."

The overriding goal of the Market Street reconstruction program is "really quite simple," summarizes Mr. Barron. "It is to make Market Street one of the world's most spectacular boulevards, ranking it with the most famous anywhere."

#

Justin Herman, Executive Director

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HOLD FOR RELEASE UNTIL 10:30 A.M., THURSDAY, JUNE 5, 1969

DESIGN UNVEILED AND MARKETING BEGUN FOR YERBA BUENA CENTER CENTRAL BLOCKS

The San Francisco Redevelopment Agency today unveiled the modern and dramatic design of the three-block heartland of Yerba Buena Center and asked developers to come and build it.

These large downtown blocks will, in a few years, contain a 14,000 to 20,000-seat sports arena, a 350,000-square foot exhibit hall, 800-room hotel, 2,200-seat theater, airline terminal facility, cultural and trade center, shops, restaurants, offices, garages, pedestrian malls and landscaped plazas.

"This $200 million complex--bounded by Third, Fourth, Market, and Folsom Streets--with the blight removed will be one of the most exciting convention, business and sports centers in the world", forecast Redevelopment Agency Director M. Justin Herman.

Sharing the enthusiasm was Mayor Joseph L. Alioto, who added:

"This complex is intended to be of such quality in services, conveniences, and beauty that we may at last say that San Francisco has for these functions a Center to match the overall attractiveness of the City itself."

The formal unveiling of the striking design took place at a news conference and luncheon at the Kabuki Theater/Restaurant, co-sponsored by the Redevelopment Agency and the San Francisco Convention and Visitors Bureau, a staunch backer of the Yerba Buena Center project from the beginning.

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With the unveiling, the Redevelopment Agency also began an international search for the unusually imaginative developer needed to undertake the project.

The design team for the three blocks was headed by Kenzo Tange, the world-famous architect, and the result bears his unmistakable imprint.

"The Tange team design contribution provides an amazing combination of spaces for convention uses, ranging from tiny conference rooms to composites of a huge convention room, registration and assembly lobbies convertible to display areas, expansions into the sports arena, and even the theater--giving in all what are probably the most flexible convention facilities of any in the country", Herman said.

"Yet the design gives a drama also believed to be unequalled elsewhere in the world. The pedestrian is given the choice of plazas exposed to the outdoors or substantially sheltered within great vaults. He may walk through concourses or be carried by short-range moving sidewalks.

"No matter what his interests he may proceed easily from one activity center to another. Visually he is always reminded that he is in a very special San Francisco place--with the two huge spines of the parking facilities way above him, and the four great towers marking the entrances to the complex like medieval citadels."

Herman also pointed out two other unusual features of the three new blocks to be in what is now largely Skid Row--

* It represents the largest downtown San Francisco real estate offering in memory--25 acres.

* Yerba Buena Center's central blocks will accelerate the breakthrough of a long-sought goal--large-scale commercial, tourist and sports development of the South of Market area.

-more-

The three central blocks of the overall 87-acre Yerba Buena Center will have a large plaza connection to Market Street at the foot of Grant Avenue.

The blocks will also be served by a direct tie to the Powell Street Station of the Bay Area Rapid Transit system (BART).

In all, the development of the three blocks will be on three major levels:

* Subsurface: An exhibit hall with ceilings two to four stories high, a downtown airline terminal and services. Trucks and buses will be able to load and unload at this level within the structures, thus keeping streets clear.

* Street Level: Shops and restaurants, office buildings and hotel, and entrances to two garages providing 4,000 spaces. The entrances, via four unique spiral towers, will be at Third and Mission and Fourth and Howard Streets. The garages will be five stories high, beginning 80 feet above grade.

* The Grand Pedestrian Concourse: Theater, cultural and trade center, and sports arena. The concourse will also contain pleasant pedestrian walkways, landscaping and major works of art. The sports arena, expandable to 20,000 seats, will be fully enclosed.

A key feature of the development will be the large cultural and trade center, following the concepts of the Agency's Japanese and Chinese Cultural and Trade Center, identifying with the culture of a national group important in the development of San Francisco. This Center along with the 2200-seat legitimate theater will adjoin one of the large plazas or piazzas where patrons may dine, stroll or converse.

After seeing the design worked out by the Tange team, Richard L. Swig, president of the Convention and Visitors Bureau, remarked:

"San Francisco's potential as a major convention and visitor attraction has been threatened by a lack of exhibit hall facilities, but the new Yerba Buena Center will be the solid answer to this competition."

Tange became internationally recongized as the designer of the Japanese National Gymnasium and Annex for the 1964 Olympiad in Tokyo, as well as the great St. Mary's Cathedral in that city.

He also created the winning designs in competitions for Hiroshima's memorial complex and for the earthquake-demolished city of Skopje, Yugoslavia, and will be the principal designer for Expo 70 in Osaka next year.

Associated with Tange in the architectural design and site planning were Lawrence Halprin and Associates, John Bolles & Associates, and Gerald McCue and Associates, all of San Francisco. McCue is also chairman of the Department of Architecture, University of California at Berkeley.

Project coordinator for the joint venture was Lawrence Halprin.

The consultant team drew upon the services of Livingston & Blayney, the San Francisco team who were the original planning consultants to the Redevelopment Agency in the preparation of the redevelopment plan for the entire 87-acre Yerba Buena Center renewal area.

Economic consultation and the formulation of a marketing program were undertaken by Development Research Associates and Economic Research Associates, both of Los Angeles.

In this connection, Lew Wolff, chairman of the board of Development Research Associates, said:

"With an excellent downtown location and a protected environment, Yerba Buena Center has great potential for economic success. Not only does Yerba Buena Center enjoy convenient access to the vast San Francisco metropolitan area market, but it also creates its own market because of its convention and related facilities.

"Yerba Buena Center provides the developer with a singular opportunity to invest in the future of downtown San Francisco."

-more-

Another enthusiastic voice was that of Joseph D. Sullivan, president of the Hotel Employers Association of San Francisco, who said:

"Yerba Buena Center convention facilities will bring new business to San Francisco's fine hotels, restaurants and stores.

"New business means new jobs and a continued high level of employment. The hotel industry welcomes Yerba Buena Center."

In other major aspects of the project, Paule M. Anglim, of Architectural Art Services, San Francisco, is consultant on works of art, and soils engineering is being done by Dames & Moore, San Francisco civil engineers.

To date, the Agency has acquired 44 percent of the Yerba Buena Center properties and hopes to own the remainder by the end of the year.

First completion target date is 1973, for the public facilities.

Also, during the past year and one-half, a number of companies have led the way in breaking through the old South of Market "barrier" to develop new business and commercial sites--firms such as United California Bank, Pacific Telephone, General Electric, Roos/Atkins, Del Monte Corporation, and Taylor-Woodrow Property Company Limited of London.

Now, with the real beginning of the convention, business and sports complex of the central blocks, the new Yerba Buena Center will hasten what will be a new and beautiful cityscape for San Francisco--mostly low and horizontal to blend with the skyline north of Market.

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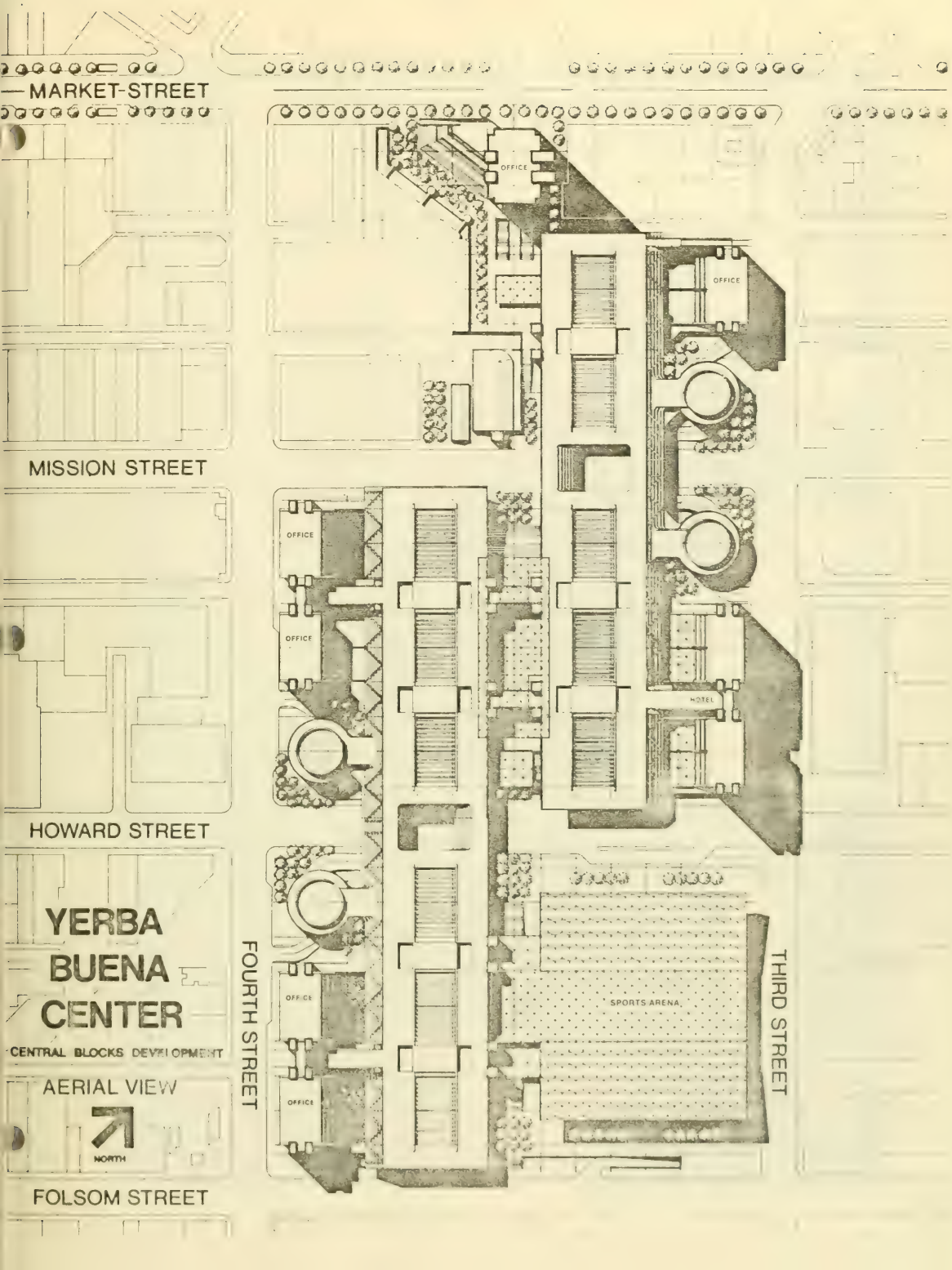
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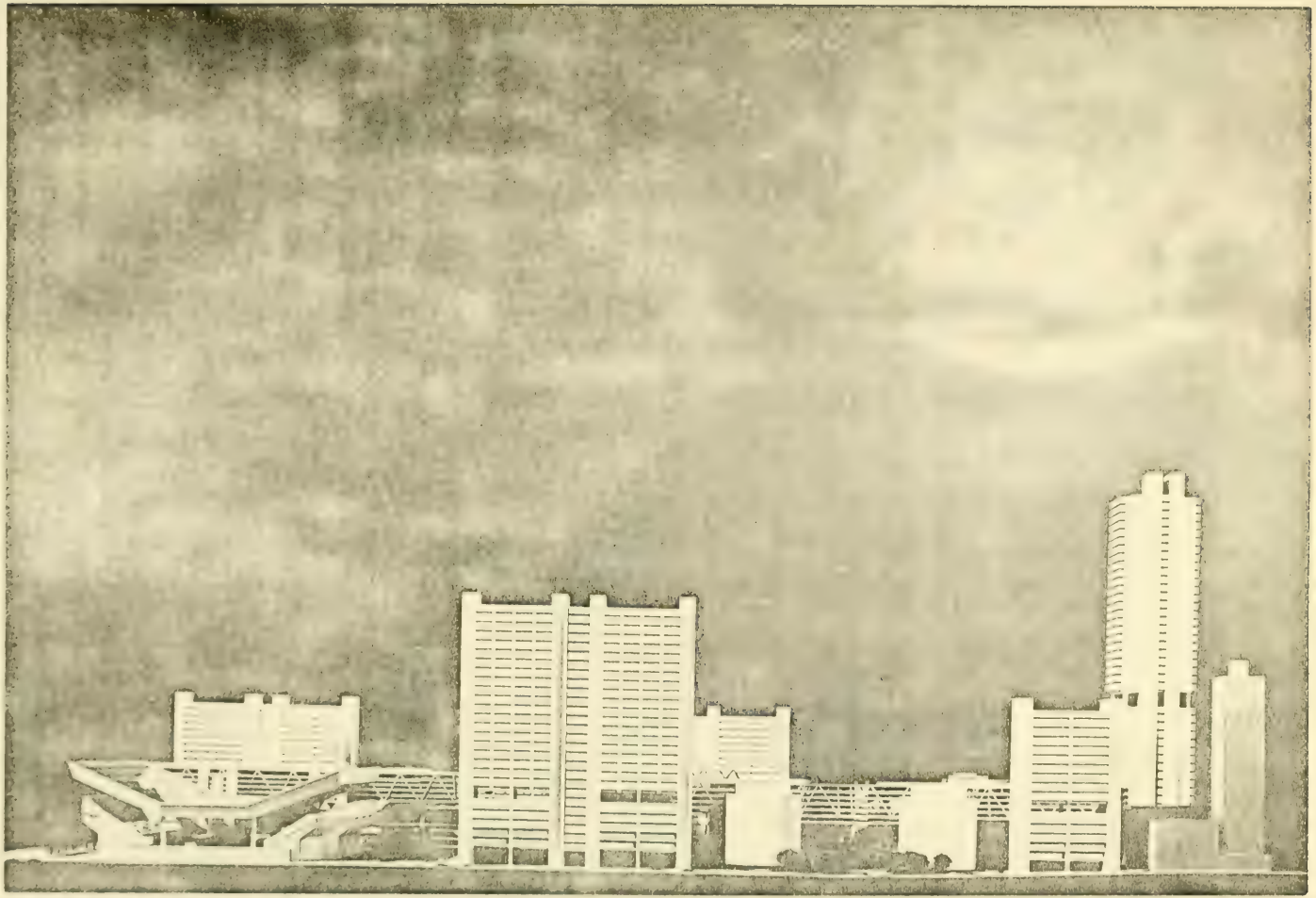
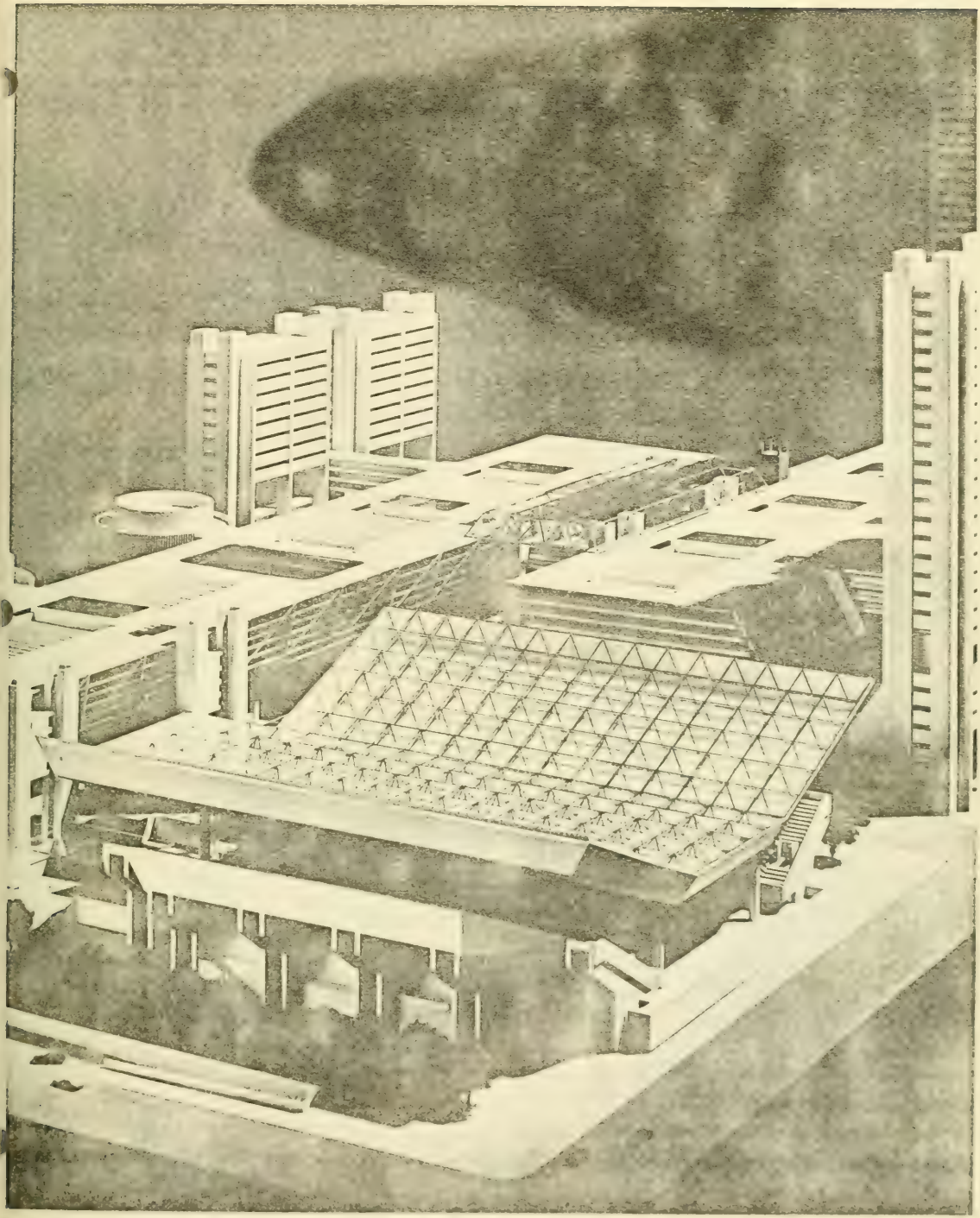
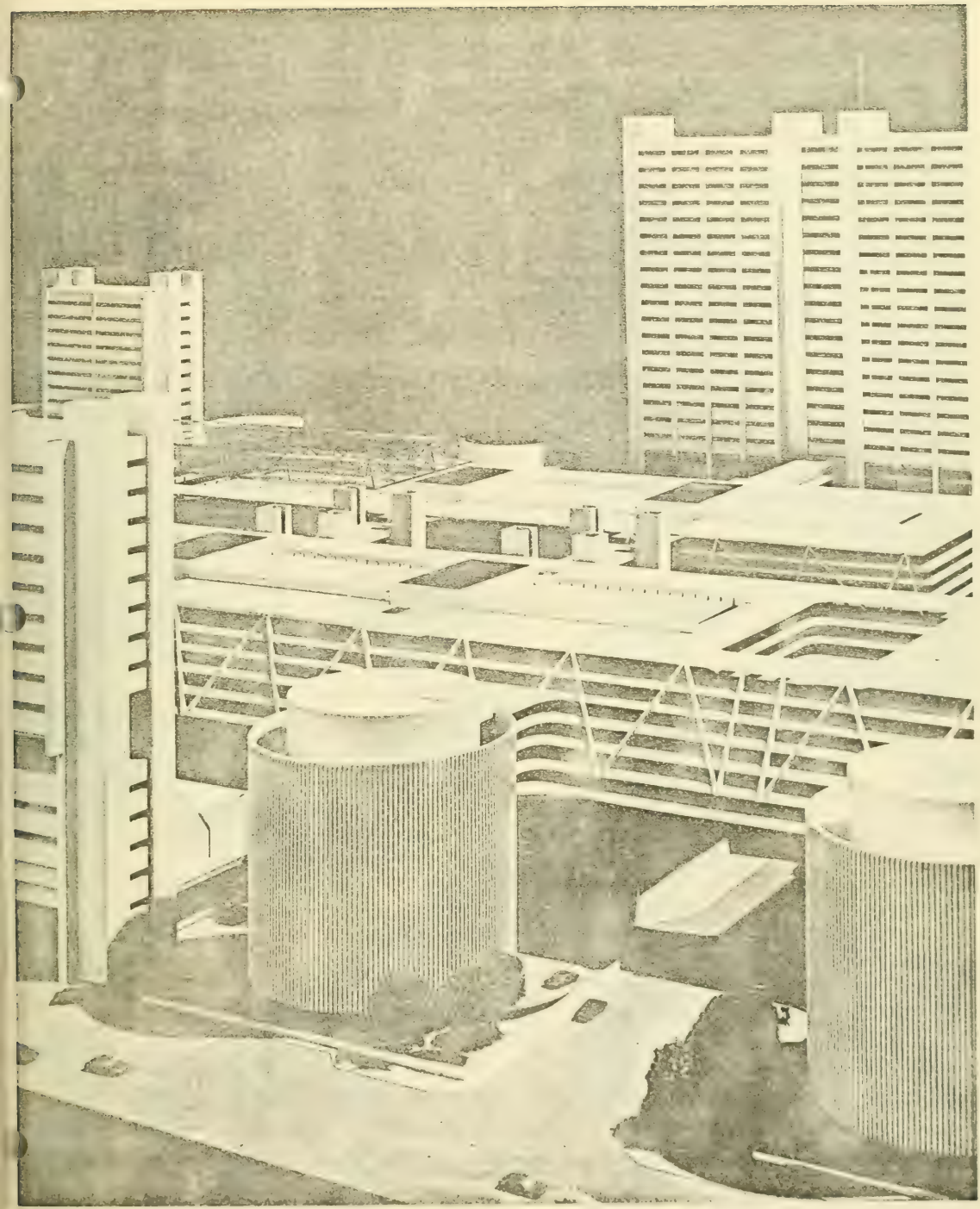
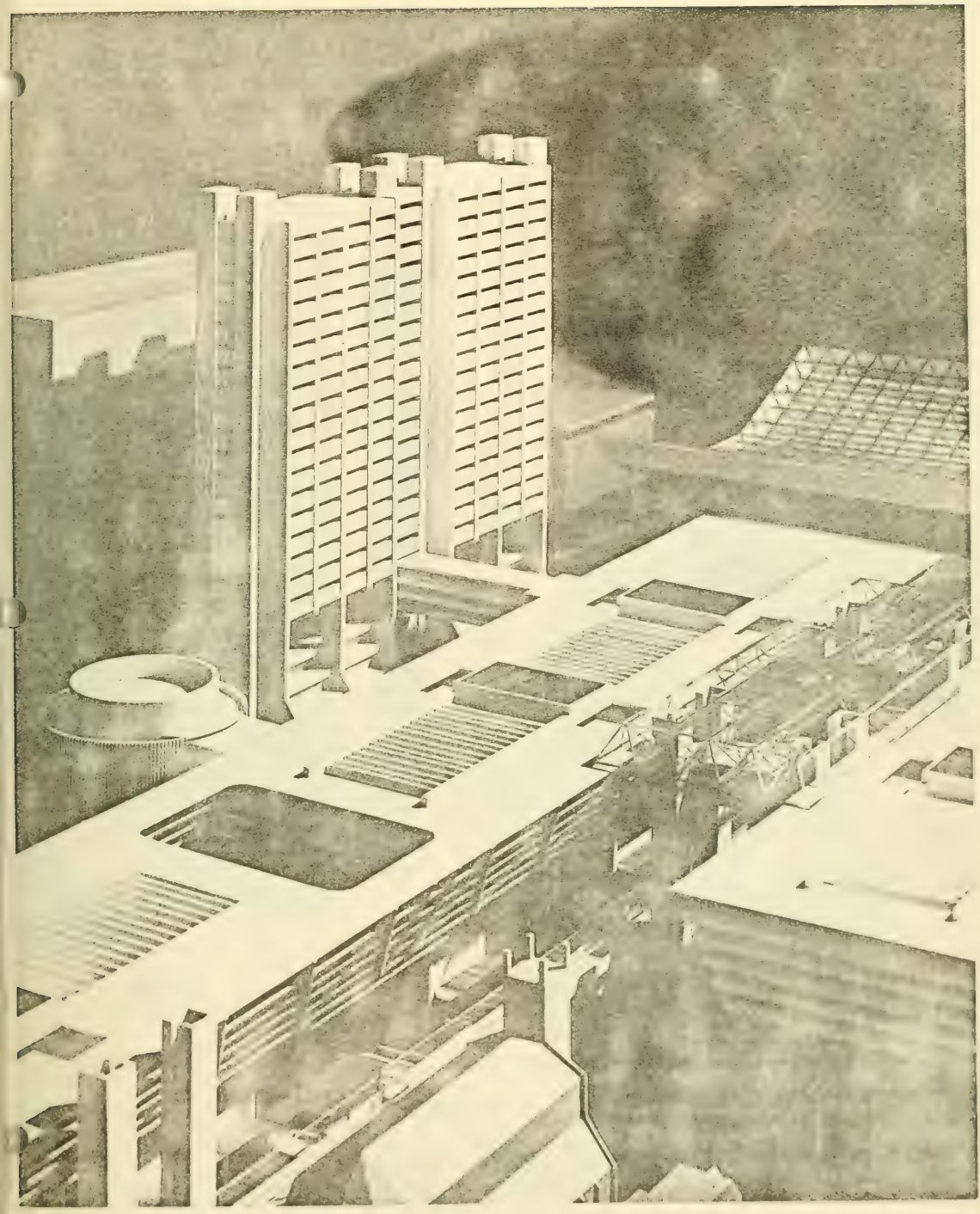


north finance center & an integrated convention complex





The 4600 space parking garages and ramp towers



The downtown hotel convenient to parking

The office and commercial area of the Market Street House

ANNULLING AND REVOKING PERMISSION TO OCCUPY PORTIONS OF STREET, SIDEWALK AND/OR SUBSIDEWALK SPACE ON MARKET STREET BETWEEN STEUART STREET AND McCOPPIN AND WALLER STREETS (SAVE AND EXCEPT FOR THOSE PERMITS GRANTED ON OR AFTER AUGUST 1, 1967), ORDERING THEIR DISCONTINUANCE AND REMOVAL AND AUTHORIZING AND DIRECTING THE CLERK OF THE BOARD OF SUPERVISORS TO GIVE NOTICE TO OWNERS OF REAL PROPERTY OF REVOCATION AND ORDER.

RESOLUTION NO. 705-70

WHEREAS, on the fourth day of June, 1968, the voters of the City and County of San Francisco approved a $24,500,000 bond issue for the reconstruction and improvement of Market Street; and

WHEREAS, it is the intention of the Department of Public Works to advertise for bids in the near future in connection with the reconstruction and improvement of Market Street which will include widening of the sidewalks, construction of brick paved sidewalks, planting of street trees and installation of street furniture and equipment between Steuart Street and McCoppin and Waller Streets; and

WHEREAS, the reconstruction and Improvement of Market Street is in the public interest; and

WHEREAS, it is known that surface and subsurface structures will conflict with tree planting, brick paving and furniture and equipment installation; and

WHEREAS, a portion of said street and/or sidewalk and/or subsidewalk space is currently being used and occupied by abutting property owners and/or their tenants under revocable permission of the City and County of San Francisco; and

WHEREAS, a list of others giving mailing addresses and property addresses for each of the parcels of real property affected and a written notice substantially in the form of the notice to be sent to owners of real property are on file in the office of the Clerk of the Board of Supervisors of the City and County of San Francisco, and by this reference incorporated in and made a part of this resolution with the same force and effect as though set forth fully herein; now, therefore, be it

RESOLVED, that any and all permission or consent by the City and County of San Francisco to and/or all owners of real property having frontage on Market Street between Steuart Street and McCoppin and Waller Streets, however granted, to maintain, use or occupy any street and/or sidewalk and/or subsidewalk space, or maintain or use any encroachment or private facility in or on the street, either on or below the street level, including but not limited to, sidewalk elevators, sidewalk lights and sidewalk basements, save and except for such written permits as were granted by the Board of Supervisors or the Director of Public Works on or after August 1, 1967, is hereby annulled and revoked, and any and all rights or privileges to maintain any obstructions therein or thereon are hereby annulled and revoked; and, be it

FURTHER RESOLVED, that the Clerk of the Board of Supervisors of the City and County of San Francisco is authorized and directed to give notice to the owners of the aforereferred to real property within the City and County of San Francisco presently occupying the area within the public streets and/or sidewalk and/or subsidewalk of the annulment, cancellation and revocation of any and all such permission or consent by the City and County of San Francisco to their use or occupancy of any such aforereferred to area, excluding such written permits as were granted by the Board of Supervisors or the Director of Public Works on or after August 1, 1967, and ordering them and each of them to vacate and discontinue all use and occupation of all the hereinbefore referred to area and to remove any and all such encroachments or private facilities, construct a closure wall at the property line, remove sidewalk elevators and skylights, remove sidewalk basement roofs, remove sidewalk basement walls to a depth of 42 inches below existing sidewalk elevations, break up or penetrate remaining walls and the basement floor to allow normal water drainage, backfill the existing void space with sand, and construct a temporary sidewalk as approved by the Director of Public Works, all within six months time from the date of adoption of this resolution, unless given an extension of time by the Director of Public Works; and be it

FURTHER RESOLVED, that in the event any owner fails, neglects or refuses to comply with the foregoing order of the Board of Supervisors within the time, as heretofore specified, the Director of Public Works shall remove or cause to be removed the encroachments and to this end shall construct or cause to be constructed the necessary closure wall at the property line, remove or cause to be removed sidewalk elevators and skylights, sidewalk basement roofs, and sidewalk basement walls to a depth of 42 inches below existing sidewalk elevations, break up or penetrate or cause to be broken up or penetrated the remaining walls and the basement floor to allow normal water drainage, backfill or cause to be backfilled the existing void space with sand and replace or cause to be replaced the sidewalk; the cost incurred by the above work, including engineering and incidental expenses, shall be chargeable to said owner, and may be recovered in an action at law brought in the name of the City and County of San Francisco against such owner, and be it

FURTHER RESOLVED, that in the event any owner wishes to occupy or continue to occupy the subsidewalk space not required for tree planting, brick paving, street furniture and street fixtures, he may apply to the Director of Public Works for a revocable permit to occupy such space provided such request for permit is accompanied by:

1. A certificate signed by a Structural Engineer licensed by the State of California certifying the adequacy of the structure to support, in addition to the proposed dead load, a live load of 150 pounds per square foot if constructed prior to September 12, 1947, or 250 pounds per square foot if constructed subsequent to September 12, 1947;

2. Two (2) sets of plans showing the necessary alterations to permit the reconstruction of Market Street, including the planting of trees. Such alterations shall include but not be limited to the following:

a. Modify existing structures to accommodate the placing of backfill to provide area for tree planting — area for each tree planting to be not less than 10' x 10' and to a full depth of 10' or such other depth as deemed necessary or desirable by the Director of Public Works and at such locations as designated by the Director of Public Works;

b. Remove all sidewalk elevators and skylights and construct basement roof slabs in the resulting voids;

c. In the event the existing sidewalk and basement roof slab are integral or monolithic, remove and reconstruct, lower or by other acceptable means provide 3 inches clear depth from existing sidewalk elevations to top of basement roof slab;

d. All repairs and/or alterations shall be in conformance with existing codes.

I hereby certify that the foregoing resolution was adopted by the Board of Supervisors of the City and County of San Francisco at its meeting of Nov. 30 1970.

ROBERT J. DOLAN, Clerk

Approved: Dec. 4, 1970

JOSEPH L. ALIOTO, Mayor

Dec. 9, 1970—1T

FILE NO. 527-70 ORD. No. ——

AMENDING BUILDING CODE BY AMENDING SECTION 4503.2 THEREOF PROHIBITING OPENINGS IN SIDEWALKS IN MARKET STREET BETWEEN STEUART STREET AND McCOPPIN AND WALLER STREETS, AND PROVIDING FOR OPENINGS IN ALL OTHER STREETS

Be it ordained by the people of the City and County of San Francisco:

SECTION 1.

Section 4503.2 of Article 45 of Chapter 1, Part II of the San Francisco Municipal Code (Building Code), is hereby amended to read as follows:

SEC. 4503.2.

Openings in the Sidewalks

1) Market Street between Steuart Street and McCoppin and Waller Streets.

No openings in the sidewalk from a basement or cellar shall be permitted on Market Street between Steuart Street and McCoppin and Waller Streets. Subsidewalk basements or cellars within these limits shall be sprinklered with an extension of an existing building basement automatic sprinkler system. If a building basement has no basement automatic sprinkler system, the subsidewalk basement or cellar shall be separated from the existing building basement or cellar by a wall of not less than 1 hour fire resistive construction and shall be provided with an automatic sprinkler system which may be connected to the domestic water system when said domestic water system is of adequate capacity as required in Section 3802.B.1.

2) All Other Streets

(a) Sidewalk Trapdoors

Every basement or cellar extending to the street curb line shall have not less than one approved sidewalk trapdoor in each sidewalk. The minimum size of the trapdoor opening shall be 4 feet by 4 feet. However, such sidewalk trapdoor shall not be required where such basement or cellar is provided with an automatic sprinkler system.

(b) Sidewalk Elevators

All openings hereafter constructed in sidewalks for sidewalk elevators shall be located in the outer half of the sidewalks, next to the curb. The outer edges of these openings shall be not more than 30 inches from the outer line of the curb. The length of the sides of the openings parallel with the curb shall not exceed 7 feet. The length of the sides of the openings at right angles to the curb shall not exceed one-half (½) of the width of the sidewalk, and in no case shall it exceed 5 feet.

(c) Any Other Purpose

Openings in the sidewalks for any other purpose, if placed outside the property line, shall be covered with approved gratings having a maximum opening between bars of one-half (½) inch, or with covers having a rough surface, and rabbeted flush with the sidewalk. When a cover is placed in any sidewalk, it shall be placed as near as practicable to the line of the curb. All spaces under sidewalks shall be thoroughly ventilated.

(d) Framing

All framing supporting only the sidewalk opening shall be of incombustible material and need not be fire-resistive.

(e) Guards

Metal guards will be required for openings in sidewalks in accordance with the San Francisco Police Code.

I hereby certify that the foregoing ordinance was passed for second reading by the Board of Supervisors of the City and County of San Francisco at its meeting of Nov. 30, 1970.

ROBERT J. DOLAN, Clerk

Dec. 5, 1970—1t

NOTICE OF FINAL PASSAGE

FILE NO. 527-70 ORD. NO. 402-70

AMENDING BUILDING CODE BY AMENDING SECTION 4503.2 THEREOF PROHIBITING OPENINGS IN SIDEWALKS IN MARKET STREET BETWEEN STEUART STREET AND McCOPPIN AND WALLER STREETS, AND PROVIDING FOR OPENINGS IN ALL OTHER STREETS.

I hereby certify that the foregoing ordinance was read for the second time and finally passed by the Board of Supervisors of the City and County of San Francisco at its meeting of Dec. 7, 1970.

ROBERT J. DOLAN, Clerk

Approved: Dec. 9, 1970

PETER TAMARAS, Acting Mayor

Dec. 12, 1970—1t

FILE NO. 526-70 ORD. NO.——
AMENDING PART II, CHAPTER I, SAN FRANCISCO MUNICIPAL CODE (BUILDING CODE) BY AMENDING SECTION 310.3 THEREOF REVISING THE LIMITS OF AREA OF USE OF SUBSIDEWALK SPACE IN MARKET STREET BETWEEN STEUART STREET AND CASTRO STREET.

Be it ordained by the People of the City and County of San Francisco:

Section 1.

Section 310.3 of Article 3 of Chapter I, Part II of the San Francisco Municipal Code (Building Code), is hereby amended to read as follows:

Section 310.3. **Basements and Subsidewalk Space.** No permit shall hereafter be issued by any officer, Board or Commission of San Francisco to make use of the subsidewalk space within the street lines of Market Street between Steuart Street and Castro Street, except a permit may be granted for the use of subsidewalk space for the following:

(1) the space lying contiguous to the property line and extending along a line parallel thereto and up to 22 feet distant therefrom wherever such space is located in Market Street between Steuart Street and Van Ness Avenue;

(2) the space lying contiguous to the property line and extending along a line parallel thereto and up to 10 feet distant therefrom wherever such space is located in Market Street between Van Ness Avenue and Castro Street.

Due consideration shall be given to the needs and requirements for the use of subsidewalk space by public utilities.

The remainder of the subsidewalk space is hereby expressly reserved for public use.

I hereby certify that the foregoing ordinance was passed for second reading by the Board of Supervisors of the City and County of San Francisco at its meeting of Nov. 30, 1970.

ROBERT J. DOLAN, Clerk

Dec. 5, 1970—1t

NOTICE OF FINAL PASSAGE

FILE NO. 526-70 ORD. NO. 401-70

AMENDING PART II, CHAPTER I, SAN FRANCISCO MUNICIPAL CODE (BUILDING CODE) BY AMENDING SECTION 310.3 THEREOF REVISING THE LIMITS OF AREA OF USE OF SUBSIDEWALK SPACE IN MARKET STREET BETWEEN STEUART STREET AND CASTRO STREET.

I hereby certify that the foregoing ordinance was read for the second time and finally passed by the Board of Supervisors of the City and County of San Francisco at its meeting of Dec. 7, 1970.

ROBERT J. DOLAN, Clerk

Approved: Dec. 9, 1970

PETER TAMARAS, Acting Mayor

Dec. 12, 1970—1t

Floodlit Store Recalls First Electric Light

By an electrifying historical coincidence, a downtown landmark building will be floodlighted exactly a century after San Franciscans gawked at The City's first feeble electric light, and at the very same location.

In 1871, that first light installed by priest-inventor Father Joseph M. Neri shone from one of the windows of St. Ignatius College.

The illumination of the building, then at Market between Fourth and Fifth Streets, was a highlight of a night parade in celebration of the silver jubilee of Pope Pius IX.

Now Emporium

St. Ignatius College, the predecessor of the University of San Francisco, has long been replaced at the Market Street location by the The Emporium department store.

This week, 100 years after the City first saw the light there, the same historical spot will be aglow with 43 kilowatts of the stuff.

The floodlighting of The Emporium, with the light fixtures neatly tucked away under ledges and balconies, is part of a $2 million store remodeling project that, in turn, is part of the overall Market Street improvement program.

Brightest in Town

Thus the spot where Father Neri beat Thomas Edison to the punch will again be the brightest place in town as it was in 1871 when a historian of St. Ignatius College wrote:

"The parlors, halls and rooms facing Market Street were bright with gas jets, while from the largest of the windows the electric light sent forth its beams, lighting up Market Street and the adjoining buildings."

Five years later, with a large electro-magneto generating machine used by the defenders of Paris, the Jesuit priest illuminated the Market Street frontage of the college with three arc lights during San Francisco's Centennial parade.

Shaded Eyes

In the same year he gave a light demonstration at the Mechanics' Pavilion, described by a local newspaper as "light so strong that people at some distance are compelled to shade their eyes . . ."

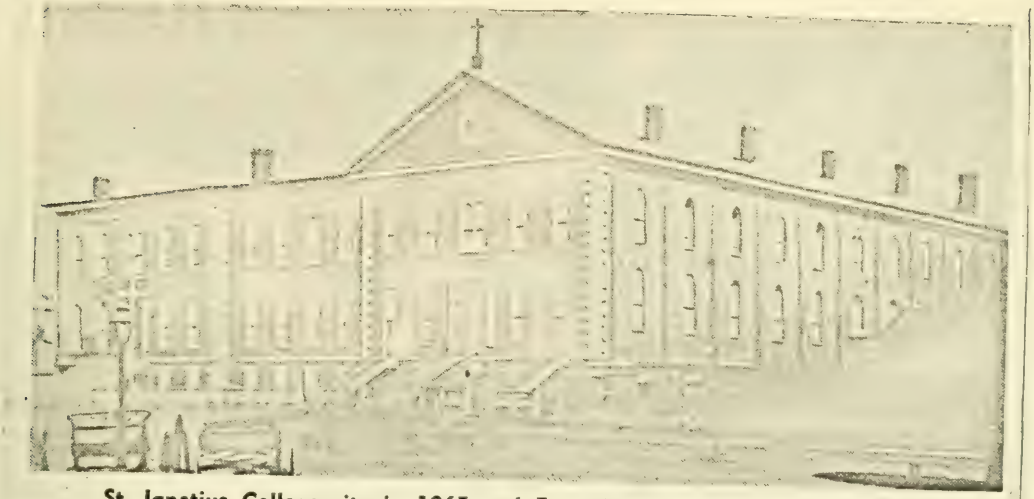
With Father Neri blazing the trail, San Francisco became the first city in the United States, and possibly in the world, to have a central electricity generating station.

The California Electric Light Company, founded in June, 1879, was the first electric utility for public service, starting operation for arc lamp lighting in September of the same year.

That was a few months before Edison applied for a patent on his first incandescent lamp.

That piece of enlightened San Franciscana will be recalled at 6 p.m. tomorrow when The Emporium turns on a new era of electrical history in ceremonies coordinated by the Market Street Development Project.

This is Market Street today where the Emporium will turn on a new era of electrical history in ceremonies tomorrow.
—Examiner photos



St. Ignatius College site in 1865 and Emporium place of business now

This plaque on the outside wall of the Emporium reads "On this site was erected the First St. Ignatius College and Church, May, 1885. Dedicated by the Society of California Pioneers May, 22, 1930."

CHAPTER 6

Dawn of the Electric Day

SAN FRANCISCO was the first city in the United States and, so far as is known, the first in the world to have a central generating station for distribution of electricity to customers.

The California Electric Light Company, incorporated June 30, 1879, was the first electric utility for public service. Its little pioneer plant began operation for arc lamp lighting in September of the same year. This was just a few months before Thomas Alva Edison applied for a patent on his first incandescent lamp, and three years prior to the opening of Edison's Pearl Street station in New York City to supply current for incandescent lighting. In England the first central plant, Brighton Station, London, was not opened until September 4, 1882. Dynamos and arc lamps had been operated earlier than 1879 in California and in eastern American cities but only for private use on the premises where they were installed.

Electric light, miraculous as it was to a generation accustomed to gas illumination, was not unknown to San Franciscans in 1879. All during the 1870 decade when Edison, Gramme, Brush, Farmer, Weston, and Thomson were seeking practical means of producing electric light for the people's use, another scientist was hard at work in San Francisco. He was Father Joseph M. Neri, S.J., professor of natural philosophy in St. Ignatius College, forebear of the University of San Francisco. Father Neri had come to America from Italy where he was born January 16, 1836, the brilliant son of a noble Italian family.

When the priest-scientist-inventor came from Santa Clara College to join the faculty of St. Ignatius College, then situated

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on Market Street between Fourth and Fifth where the Emporium department store now stands, he plunged into a long series of experiments and studies. He built a storage battery for demonstrations during his classroom lectures and carried on intensive research in electric lighting. His work had progressed so far by 1871 that he was able to install an electric light in a college window facing Market Street as a part of the illumination of the building in honor of Pope Pius IX. The occasion was the Silver Jubilee of the Pontification of the Pope which was celebrated by a night parade in which 20,000 San Franciscans marched. The historian of St. Ignatius College noted the light as follows:

"The parlors, halls and rooms facing Market Street were bright with gas jets, while from the largest of the windows the electric light sent forth its beams, lighting up Market Street and the adjoining buildings."

Three years later, in 1874, Father Neri received from the Compagnie L'Alliance in France a large electro-magneto generating machine that had been used by the defenders in the siege of Paris. The apparatus was a gift to the college from Tiburcio Parrott, son of John Parrott, founder of the banking firm which bore his name.

The Jesuit priest at that time was delivering a series of public lectures on electricity, but ill health had compelled him to suspend his platform appearances. In place of speaking, he arranged for a public demonstration of the light his French generator would produce. On the bell tower of the college buildings, 95 feet high, he installed an arc lamp equipped with a "light regulator" for lighthouse use, a spherical mirror and Fresnel lens, all mounted on a revolving platform. The published accounts of the display declared the searchlight was "such as to be seen at a distance of two hundred miles" and that cost of the apparatus "represents over $5,000."

Father Neri's lighting demonstration was given April 9, 1874. During the Centennial parade July 4, 1876, he illuminated Market Street in front of the college with three arc lights which shed a startling white radiance upon the marchers below. In the same year, St. Ignatius College installed an elaborate

exhibit at the Eleventh Industrial Exhibition, conducted by the Mechanics' Institute in Mechanics' Pavilion. The newspapers published long descriptions of the lighting equipment. The *Mining and Scientific Press* said: "The exhibitions given by Father Neri with this light are very interesting—the immense pavilion being completely flooded with light so strong that people at some distance are compelled to shade their eyes."

Father Neri went on with his research until in 1903 he lost his eyesight. He died November 17, 1919, at the University of Santa Clara. His prediction of years before that electricity would revolutionize the lighting of the world long since had come true.

After Father Neri had made his successful demonstrations of arc lamp lighting, Charles de Young, one of the editors of the San Francisco *Chronicle*, returned in 1878 from a visit to the Paris Exposition with a Gramme generator and two Jablochkoff candles, a form of arc lamp which the Russian inventor had induced him to introduce in America. The following year the equipment was installed in the *Chronicle's* new building at Bush and Kearny Streets where the generator was operated by the same engine that ran the presses. The *Chronicle* corner was described as "one of the brightest as well as handsomest in the city by reason of the five electric globes that stand like sentinels along the curbstones." John P. Young in his history of San Francisco, however, reported: "Owing to the irregularities of the engine and other imperfections the light produced was very unsatisfactory but the *Chronicle* was insistent in proclaiming that electricity would be 'the light of the future.'"

George H. Roe, a young money broker, was the organizer and for many years manager of the first San Francisco electric company. Like Peter Donahue, who built the earliest California gas plant without prior experience in gas manufacture, he started with neither technical knowledge nor training in electrical operations.

Roe came to San Francisco in 1875 from Ontario, Canada, when he was twenty-three years old. One of his first acts was to deposit in the Bank of California a draft for his savings. When he went to the bank a few days later to collect the proceeds of his draft (the date was August 27, 1875), he found the doors

FEBRUARY 1973 NEWSLETTER

market street development project

70 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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EXECUTIVE DIRECTOR
RNARD AVERBUCH

SPECIAL BART ENGINEERING REPORT

There has been a vast amount of publicity and controversy swirling about BART recently, including reference to a $2,746,000 payment for 1973 work to P.B.T.B. (Parsons, Brinckerhoff-Tudor-Bechtel). Much of this work will be done in the Market Street jurisdiction.

We asked W. A. Bugge, project director of P.B.T.B., for a special report of this work to be done in the Market Street area, which is attached.

You will note the report states testing of BART cars in the San Francisco subway will begin in April. Normally it takes six months for the testing of the cars prior to opening of passenger revenue service.

Bernard Averbuch
Executive Director

MARKET STREET CONSTRUCTION

The following is a statement of the current status of BART contracts on which PBTB is doing the engineering work. Occasionally, reference is made to other contracts on which PBTB is not doing the engineering but are being administered by BART or others. The discussion of contracts will start at the lower (East) end of Market Street and progress up Market Street to the Twin Peaks tunnel and then jump to the West Portal area.

Ferry Building Plaza Platform

This platform which connects the Ferry Building to the West Ventilation Building of the Transbay Tube was completed in December 1972. The tunnels under the Ferry Building were completed in 1970. No further BART work in this area is anticipated.

Embarcadero Station

The structural shell of the Embarcadero Station and the tunnels between the Embarcadero Station and Montgomery Street Station were completed in November 1972. The design of a second contract to complete the Embarcadero Station is now completed. BART will advertise for bids when agreement has been reached with the City and County of San Francisco as to the financing of this contract. Such agreement is likely in the near future and construction should start by mid year. Tallie B. Maule and Hertzka & Knowles is doing the design and construction management of the contract for the completion of the Embarcadero Station. The duration of construction will be 2½ years which means the station will be completed in early 1976. The work consists of excavating for and construction of the mezzanines, completing the roof, replacing utilities and restoring the street surface as well as constructing walls, floors, ceilings, electrical, mechanical, air conditioning and station architectural finishes. The design and construction of this station has been planned so that BART can operate trains through the station even though construction is still in progress.

Montgomery Street Station

Both the shell and the finish contracts for Montgomery Street Station are complete. Work on the mezzanine extension is substantially complete and should be finalized this month.

Powell Street Station

The tunnels between Montgomery and Powell Street Stations, the shell and the finish contracts are all complete. The mezzanine extension is in progress and is currently about 75% complete. Completion is scheduled

for August 1973. Hallidie Plaza was designed by the City's Joint Venture Architects. PBTB is supervising construction of this contract which is about 80% complete and scheduled for completion in March 1973.

Civic Center Station

The tunnels between Powell Street Station and Civic Center Station, the station shell and finish contracts are complete. The mezzanine extension is now 60% complete and scheduled for completion in June 1973. The Civic Center Plaza (United Nations Plaza) which is being designed by others is scheduled to start construction in October 1973 and complete in mid 1974. Civic Center Station Entrance No. 3, which is the entrance to the plaza, has been bid and construction is scheduled to start early this year. Construction will take about one year and will be completed in early 1974.

BART Power and Train Control

Work on the power supply to the rapid transit vehicles in San Francisco is practically complete. The final installation of the train control equipment is now underway and will be followed by a period of testing starting in April and continuing until passenger service starts in September 1973. In the Market Street area, this work is all underground.

MUNI SUBWAYS ON OUTER MARKET

Van Ness Station

The tunnels between Civic Center Station and Van Ness Station and the station shell are complete. As part of the same contract, the completion of the architectural, electrical and mechanical work is progressing and is scheduled for completion in September 1973.

Duboce Portal

The contract to construct the cut-and-cover line section between Van Ness Station and the Duboce Portal is 96% complete. Final acceptance of this contract is anticipated in April 1973.

Church Street and Castro Street Stations

The contract to build a temporary track for Muni from the East Portal of the Twin Peaks tunnel to Church Street on 17th Street is practically complete. Contracts for the Church Street Station and the Castro Street Station along with the adjacent line sections have just been bid. Construction is now commencing. These two contracts are shceduled for completion in late 1975. The line between the stations as well as the stations themselves will be constructed by the cut-and-cover technique.

West Portal

The design of the station at the West Portal of the Twin Peaks tunnel has just been started. The station will be partly underground and partly on the surface. The Muni tracks between the West Portal and St. Francis circle will remain on the surface in the center of West Portal Avenue but will be re-railed. Construction of this contract will start in early 1974 and be completed in 1976.

Other Contracts

The contract for installing trackwork in the Muni subway between Embarcadero Station and the Duboce Portal has just begun and is scheduled for completion in early 1974. Removal of the street car tracks on Market Street between Fremont Street and Duboce Avenue can not commence until after the Muni street cars are operating in this section of the Market Street subway. It is now anticipated that the street car track removal will take place in 1975.

After Muni is operating in the second section of the Market Street subway, between Duboce and the East Portal of the Twin Peaks tunnel, the temporary tracks on 17th Street will be removed. This work is now scheduled for 1976. The last two contracts will be designed and administered by BART.

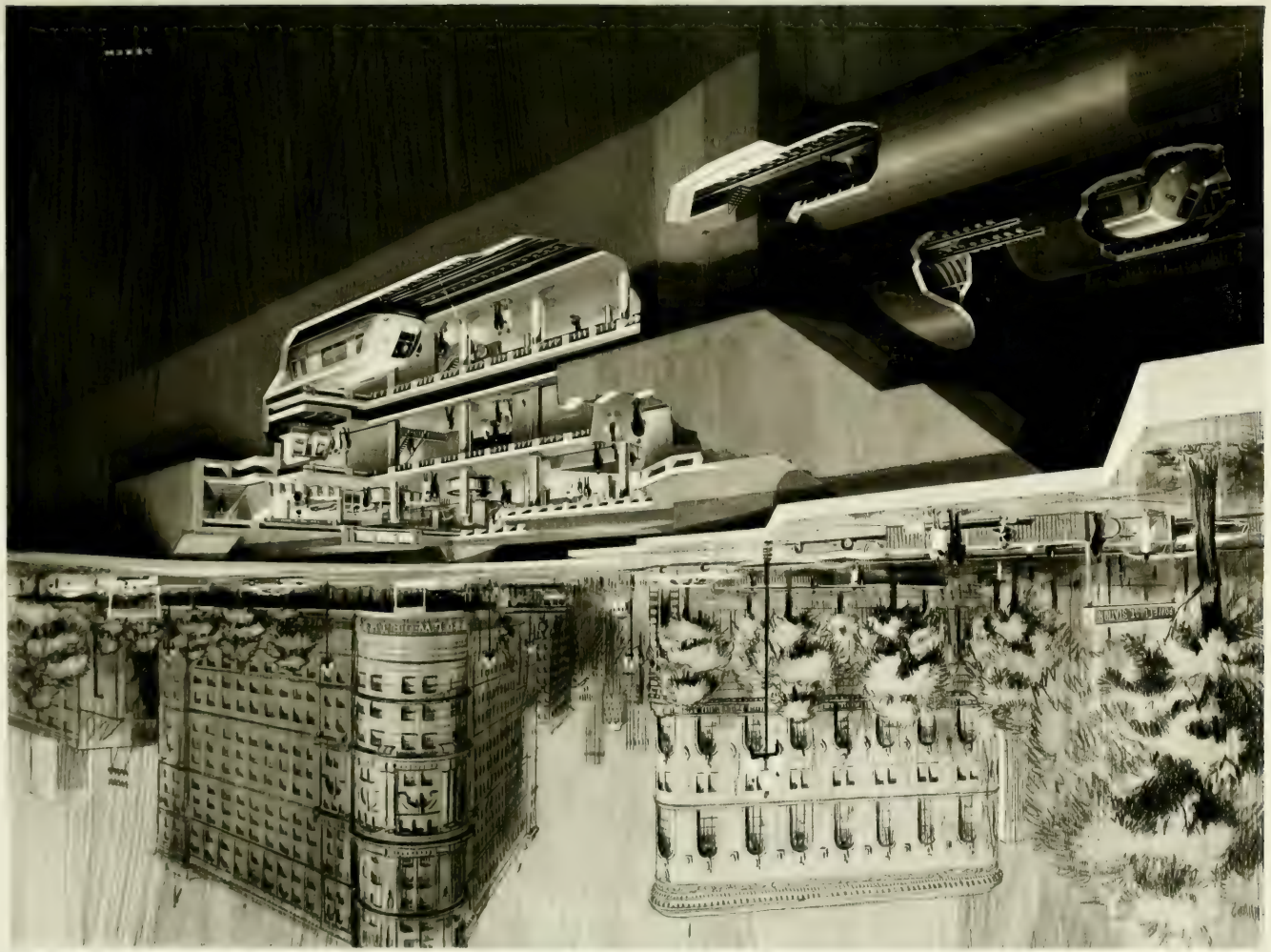
Design and construction of the power supply system for the Muni cars and the Muni signalization system are being administered by San Francisco. These contracts will follow the completion of the civil-structural contracts with most of the work being done in the completed subways.

Sincerely,

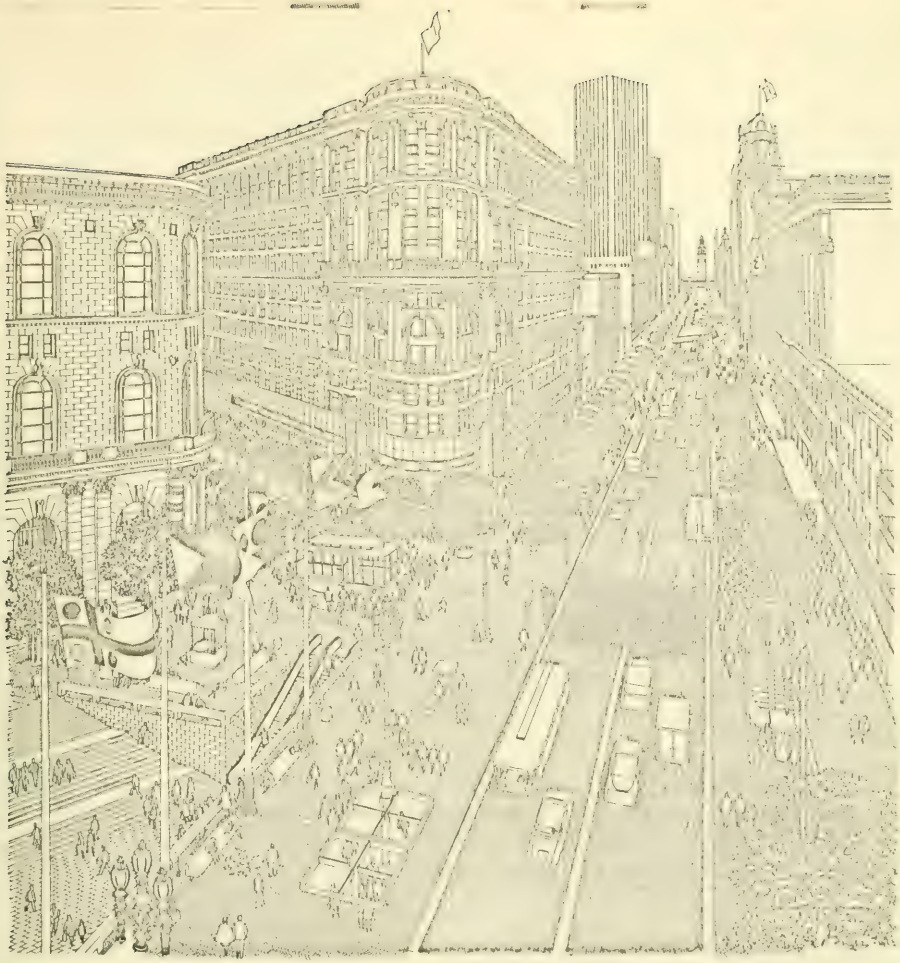
W. A. Bugge
Project Director

PBTB

PARSONS BRINCKERHOFF • TUDOR • BECHTEL
General Engineering Consultants to the San Francisco Bay Area Rapid Transit District
HEAD OFFICES 140 NEW MONTGOMERY STREET • SAN FRANCISCO, CA 94105 • 781-1401
BART PROJECT OFFICES 420 13TH STREET • OAKLAND, CA 94612 • 839-8400
Mailing Address: Post Office Box 3691, San Francisco, California 94119



Cutaway drawing at
Powell & Market



"YES" on A for a New Market Street!

Although tearing up Market Street for the subway has caused inconvenience, it also gives San Francisco an extraordinary opportunity to transform her present dreary arterial into a magnificent linear boulevard—the equal of any of the world's great thoroughfares.

Market Street will look like this after Proposition A—the 24.5 million dollar bond issue wins voter approval in the June 4th elections.

MARKET STREET REDEVELOPMENT PROJECT

TECHNICAL ADVISORY COMMITTEE ON STREET CHARACTER

INTRODUCTORY REPORT ON

THE POLICING OF MARKET STREET

Summary

It appears that there are deficiencies in the present policing system on Market Street in the areas of traffic control, the removal of nuisances, and apprehension of undesirable or criminal elements. To stimulate corrective measures, it is recommended that Market Street be put under one precinct with a liaison officer to work with the Market Street Development Project; that more foot patrols be made available, and women police be recruited for some duties; and that the traffic problem be carefully studied.

The police organization covering Market Street is presently divided between two precincts. The Central Police District covers the north side of the street and is under the command of Captain John A. Engler. The south side of the street is covered from the Southern Station under Captain John P. Cassidy.

General problems falling within the responsibility of the Police Department are handled by the Deputy Chief of Police, Alfred J. Melder. Problems involving alcoholic beverage control are handled by Captain Cornelius Murphy in charge of the Bureau of Special Services, and matters pertaining to activities requiring a police permit are handled by Lieutenant Howard Frank, who is in charge of the Police Permit Bureau. Thomas J. Cahill is the Chief of Police.

The police problem on Market Street can be broken down into three major spheres. They are control of traffic, vehicular and pedestrian; the policing of nuisances; and the handling of undesirable and criminal elements. In the past month many opinions have been expressed to the effect that the job of policing the street is not being adequately

carried out. Observations made on the street itself show that vast improvements could be effected almost immediately with some re-organization of the police effort and a concentrated enforcement drive.

In the handling of traffic, it is suggested that the traffic policeman be dressed and located so that he can be seen by motorists and, where applicable, by pedestrians. Elevated police platforms are often a feature of excellent traffic operations in many cities throughout the world, where the traffic control policeman has become noted for his efficiency in handling the complex traffic movements occurring on major thoroughfares.

In connection with this traffic control, there should be a rigid enforcement program to see that traffic is kept moving. It is noted that quite regularly traffic will block cross streets during a light change sequence; pedestrian crosswalks are blocked during the walk sequence; pedestrians enter the crosswalks during the wait sequence; and pedestrians cross the street between crosswalks. Through rigid control over an extended period of time, this type of violation can be eliminated and traffic made to flow a little more easily on and across Market Street.

Under the heading of nuisances, the major offenses are: blocking of sidewalks by messenger boys, truck deliveries and sales operations; the existence of beggars within certain blocks of the retail section; and the littering of the streets and sidewalks by property owners sweeping rubbish onto the sidewalks, and people dropping litter on the street.

Another nuisance is created by owners of vacant properties who fail to keep their sidewalks and entrances clean. (Under the City Codes, it is the responsibility of the property owner to keep the sidewalk clean at all times.) This matter is being dealt with by the Street Cleaning Committee, and it is hoped that within the central business district sidewalk cleaning will become a city responsibility or that it will be undertaken by a private company on a fee basis.

The third aspect of police activity is that of controlling the undesirable and criminal element which seems to congregate on certain portions of the street. Reports state that members of gangs shoplift without any

recourse of police action; that undesirable elements of our population are allowed to parade the street, causing embarrassment if not a direct menace to those who transact or wish to transact business on the street. To be realistic, these elements are drawn to the street because of the type of activities that exist there, and no real solution can be found until these activities are themselves eliminated from the street.

In this connection, it appears from observation that there are very few foot patrolmen on Market Street and that the policemen who are on foot invariably are involved in the control of traffic. Patrol cars are seen occasionally, some moving on the street, others parked and observing traffic movements at major intersections. Unless the undesirable and criminal elements are removed, the economic potential of certain parts of the street will be severely curtailed, but the police can assist at this time by greater surveillance through foot patrols at well-known trouble points.

Recommendations for Immediate Actions
to Improve the Policing of Market Street

1. That Market Street be brought under the supervision of one precinct. It would seem logical that the Northern Precinct line be extended to the alley between Market and Mission Streets.

2. That an officer be appointed as a liaison between the Market Street Development Project and the Police Department to consider all activities requiring police action on Market Street.

3. That foot patrols be put into operation on both sides of Market Street, with particular concentrations in the initial months in those areas known to be trouble points. This duty could be performed by officers on sick leave because the duty is not strenuous. In point of fact, it would be better to organize a foot patrol made up of the best men in the department so that they will become recognized as the "elite" of the police force - men renowned for their poise and dignity and for their exceptional courtesy. The London bobby is not a figment of the imagination. He is a man trained to do the job of handling people, particularly those who are strangers within the city. There is no reason why the Market Street patrol of the San Francisco police force could not become world famous as the finest of all policemen.

4. That the women's police force be expanded and patrols placed on Market Street to assist in the control of pedestrian traffic, to enforce the anti-litter laws, and the removal of obstacles such as messenger bicycles, etc., from the sidewalks, as well as to take care of issuing parking tickets.

In most cities there is an unfavorable reaction to having the men of the force undertake this type of work, for it is felt that they should be occupied with the apprehension of criminals. It has been found that when the average person is stopped by a pretty policewoman for dropping litter or parking in the wrong place, generally he will heed the message and not be resentful. It is important that women used for this work be very poised, attractive, and well-dressed. They must also be able to call on policemen should help be needed.

Dealing with beggars, and particularly blind beggars, constitutes a much greater problem. In discussions with the social agencies, it has been pointed out that when a blind beggar is arrested, in the public image he ceases to be a beggar, and is simply "a blind man." What is not realized by the public in general is that there is no need for these people to beg. There are many job openings now ready and available to them, and by playing on their disability they are bringing disrepute to the entire community. The reaction of the normal visitor upon seeing a beggar is not one of great sympathy for the beggar but rather the feeling that the community does not care for its handicapped people.

This most certainly is not true of San Francisco, and there is no reason why a few persistent beggars should blacken our community in the eyes of others. In past years, attempts to arrest beggars have brought a storm of protest upon the police department. The problem cannot be solved by police action alone. There must be publicity given to the fact that these people do not need to beg and that they are, in fact, spongers on the sympathy of others. It is suggested that the local newspapers, TV stations and social organizations get together to publicize the true facts. When this campaign is under way, the police should then take appropriate action.

5. That a study be made of all traffic and directional signs to assist in the movement of traffic on and across Market Street, and that the timing sequence on traffic lights and pedestrian walk lights also be reviewed.

6. That a Courtesy Award be instituted establishing the Policeman of the Month on Market Street; this being a recognition of the most courteous, helpful and efficient policeman on Market Street. This award should carry a monetary prize each month.

2 San Francisco Chronicle ★★ Thurs., Nov. 30, 1972

Cleanup

Market 'Hotel' Given Deadline

By Charles Petit

The eight-story "free hotel" for Tenderloin down and outers on Market street "cannot remain as it is," the City Health Department declared yesterday.

Acting public health director Dr. Lorraine Smookler gave its owners, the More House commune corporation, until noon Monday to clear everyone out unless they can perform the almost impossible task to bring it up to code.

At a hearing in the morning to answer charges of operating an "unsanitary hotel," More House attorney Blackie Burak argued for the Graystone building's residents that "almost anything would be better than where they were. Nobody's interest will be served by throwing them out," he said.

The former office building was opened, free, to virtually anyone three weeks ago by the Lafayette - based commune organization, which operates at least 25 houses in the Bay Area and others throughout the nation.

The opening, however, came without benefit of any city permits and since then city inspectors have been in the building at 948 Market street almost daily and cited violations by the dozen

"We'll bring it up to code," argued Burak, "but let us stay open in the meantime."

However, after listening to a report from health inspector William Wong, as well as another report from Ray McDonald of the Public Works Department, Smookler decided, "It is true these people may have come from other unsafe areas, but you're still in violation of regulations, and hazards in that building are considerable."

Wong's report cited lack of enough toilets and bathing facilities, plus unsanitary mattresses, on the sixth, seventh, and eighth floors, which are being used as a free home for anywhere from 60 to 150 persons.

The number isn't certain — on Tuesday a More House representative estimated that there are about 50 persons per floor, but Burak said yesterday the number is 20.

TOILETS

On the seventh floor there is no toilet at all, said Wong, and only one each on the sixth and eighth floors. Regulations require one toilet per 20 residents, which means if the estimate of 60 persons is correct four more toilets, and plumbing, have to be installed by Monday noon.

Burak said a plumbing contractor was to begin work immediately on repairing and installing toilets, showers, and basins.

Smookler said if the violations aren't corrected by noon Monday, December 4, the building will have to be vacated. She conceded, however, that if almost all regulations have been met she "might" give More House and its guests more time.

Even if the health department hurdle is crossed, however, McDonald indicated that a bigger hazard may lie in a list of 58 violations that has been assembled by the public works department.

Condemnation proceedings had already begun against the 1907 office building before More House opened it up to all comers three weeks ago, said McDonald, "and this can only compound the violations.

"You people obviously have no right to occupy that building, and it should not be tolerated."

He offered, however, to take a More House member, Jerry Miller, to his office to get the necessary paperwork begun to meet regulations.

Other "courses," at other ouses, help pay for the pro-ram and the big structure, id Baranco, is only a part of More House to its parent organizatin, e Institute of Human Abili-es.

The lawyer, who says he me into contact with More ouse in the Haight Ashbuy ter dropping out of law hool, went back to school der a More House "schol-rship" and is now the in-ouse attorney.

Eventually, he said yester-y, the whole building will restored to the appear-ce it had when built in 07, the bottom three floors ted to legitimate busi-sses, and the top made into permanent free hotel.

VIOLATIONS

As to the health code vio-ions, he said "We'll fix m. All we need is time. en if they shut us down, 'll fix it up and reopen." nd if they can't reopen, l Baranco, he has his eye a few other old hotels in Tenderloin.

He added that "We are not

---

ng this for publicity or thing like that. We're marily trying to help and ve people, and if we do with purity of self we'll able to make money ng it."

While More House and its mbers — who live in an mated 50 to 100 houses oss the country — out-rdly have the trappings of counterculture left, they e been severely criti-ed by many radicals.

RADICAL

ost radical ire seems to raised by the organiza-'s espousal of free-terprise and support for ting institutions.

In addition, Baranco kes no secret of his es-e-like residence in Lafay-e, complete with tennis rts, swimming pools, and ousines.

BIZARRE

As a matter of fact, limousines have become a symbol of the bizarre organization.

"I would not be surprised if we have the biggest fleet of limousines in the country," said Baranco. "I know it's the biggest in California, including the state government."

While he spoke, a big, bright, purple Cadillac limousine was parked outside on Mason street waiting to take Baranco back to Lafayette. It is a few years old, and was fixed up by a More House member, Jerry Morgan.

Another, more beat up limousine was parked on the Market street side of the building, waiting for other members.

CORPORATION

Pressed to explain the financial set-up behind the five-year-old corporaton, Baranco described a growing chain of houses across the land — all charging money for the privilege of joining and taking courses.

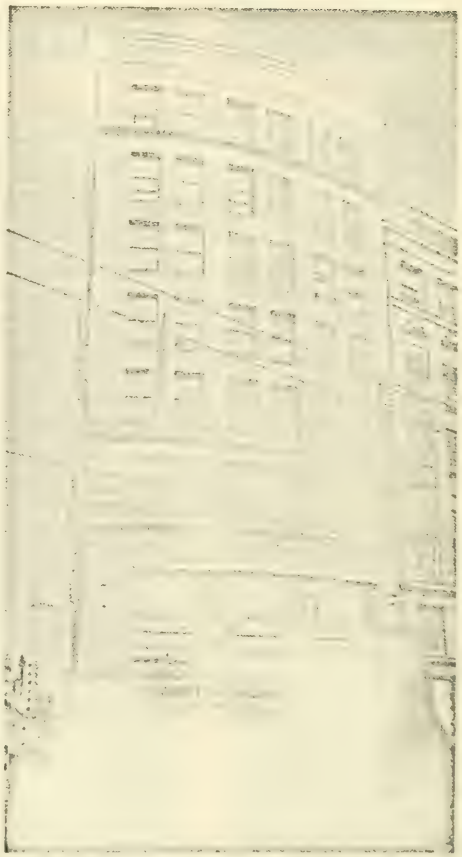
PAY

Members pay what they can — the wealthier paying a lot. A three-day course, in such topics as game-playing, sensuality, or communication, may cost $45.

The philosophy — which picks up bits and pieces from both Eastern and Western religions — urges members to find perfection and joy in all things, including tragedy and hard work.

"Everybody thinks we must be a con," said Baranco, "Even the IRS. We're being investigated now, but everything we do is open. Anybody can look at our books."

"In this country, you can do anything you want," said Baranco, "and we're doing it."



The More House at 948 Market street

2 San Francisco Chronicle ★★ Wed., Nov. 29, 1972

Behind the Corporate Commune

Making a Home 'Free'

By Charles Petit

Victor Baranco sat in a crowded, dingy office on the eighth floor of the shabby Graystone Building at 948 Market street yesterday and explained why it has become the free "home" for 150 down-and-out persons.

Baranco, 38, is the founder of More House, Inc., a somewhat controversial — and fast growing — communal organization that is buying the old building and three weeks ago opened its doors to anyone who needed food and lodging.

Today at 10 a.m. a hearing by the City Health Department will be held on a long list of violations of city codes found last week by an inspector.

Baranco said: "We're trying to help all those people you and I usually nonconfront when we go downtown for dinner.

"These are the people no other agency will touch. We give them a place to sleep, feed them, and take them to the hospital in a limousine if they're sick."

DERELICTS

These persons include old derelicts, desperate mothers with children, junkies, exjunkies, dealers and former dealers.

Baranco led a tour of the building. On the top floor is a large hall with two dozen mattresses lined up against the wall. A few men were sleeping under old blankets.

Also on that floor were former offices, now used as private rooms. Handwritten signs taped to doors warned in none - too - polite terms to stay out. In hallways more signs warned against drugs. One said "This is our Home. Keep it Clean."

The sixth and seventh floors were similar — the building is in disrepair throughout. The plumbing is old and hard to fix. Beds are usually used, with bare mattresses and old, torn blankets.

TELEVISION

But there is also a color television on each floor, food is brought in every day from various Bay Area More Houses and repairs are being made.

One of the More House members — though he doesn't live in a communal home — is Oakland businessman Norman Spivock, the previous owner of 948 Market.

He said the structure had been a losing proposition for years, with its location between the skid row and Tenderloin areas discouraging businesses from renting.

He would go into few details, but said essentially the $500,000 building is his gift to More House.

"This is one example of how we work," said Baranco. "Among our members are both rich and poor. The rich help keep us going."

Baranco conceded that "I'm running a little scared all the time" in a business sense, but expressed no doubt his group can operate a structure like 948 Market and not lose money.

None of the tenants pay a cent. Instead the building is an example of how More House says it makes money — it is a "course."

ATTORNEY

Twenty persons, said a More House attorney yesterday, are paying $2,500 apiece for the experience of helping citizens of the Tenderloin.

A bed in the Market street commune is a mattress on the floor

—S.F. Examiner ☆☆☆ Tues., Nov. 28, 1972

Market Street

Health Probe Set On 'Crash Pad'

By Donald Canter
Urban Affairs Writer

The City Health Department will hold a hearing tomorrow on conditions in an eight story downtown office building that has been partly converted into a crash pad.

Doors in the Graystone Building at 948 Market St., once professionally lettered with the names of firms doing business there, now are marked with hand written notices, like the one announcing:

"Wayne and Roger live here. Knock first."

Another former office bears a sign in which the tenant offers guitar lessons in payment for food.

Free Food

A large room on the top floor is covered with dozens of mattresses, neatly lined up and all of them claimed by Tenderoin and South of market habitues who flocked here when the word got around some organization was offering free shelter and food.

The organization, called More House, has been cited by health inspectors for unsanitary conditions in the building in which it now occupies three floors.

Also cited was the structure's owner, Coral Homes of which Oakland businessman Norman Spivock is one of the principals.

Reverse Rent

Coral Homes is reportedly in the process of selling the building to the More House organization which is a part of the Institute of Human Abilities that operates several communal homes in the Bay Area.

A young man, who identified himself as Gary A. Cohen but prefers to be called "Judas," is one of the people in charge of the Market Street More House.

Cohen said that rather than getting paid for the job, he pays the Institute over $800 per month "for the experience."

So are another 20 people, many of them professionals, who help supervise the operation, Cohen said.

Though Cohen said he couldn't be sure exactly how many people are now living as the Institute's guests in the Graystone Building, he readily volunteered the information that many of them used to make a living as drug pushers.

Need Gone

"Now they've got a place to live for which they don't have to pay by selling drugs or knocking people over," he said.

Notices in the hallways announce that drugs are strictly prohibited on the premises and that anyone found in possession of them will be summarily "thrown out."

Cohen said that during the three weeks the Graystone Building has been a More House, some appreciative tenants have voluntarily surrendered drugs or flushed them down toilets.

In one former office, now occuped by what appeared to be a small commune, a young man was filling a large number of holes in the wall with spackling paste.

Fixing It Up

"The previous tenant got mad and knocked in the wall so I'm fixing it up," he said.

Cohen said his organization moved into the building without bothering to take out any permits.

"We're trying to take care of that now," he said.

New Market St. 'home' for City's down-and-out

It was just an old building on Market Street—losing tenants because of the BART and Market Street Beautification construction, in disrepair, becoming seedy.

Two weeks ago it opened its doors to the homeless of the Tenderloin and South of Market, and now it is becoming a community.

Some 150 to 200 people now clatter around the eight-story building at 948 Market, converting old offices into rooms, sweeping and hauling accumulated debris, or—in a few cases—just existing in a friendly, tolerant surrounding while they undergo the agonies of detoxification.

They don't have much. What they do have, so far, has been supplied by a private organization, More House, which operates communal homes around the country on the principle that people can get "more" out of life by doing what they want in a non-competitive environment.

What they don't have, and badly need, are more beds and bedding; clothes (especially warm ones) and food; paint, curtains, rugs and building materials such as sheetrock; furniture of all kinds and appliances; and anything else which the residents might use to create a home.

Those having such materials to donate can bring them to 948 Market (at Mason) any day, 24 hours a day—since the building is staffed around the clock. Or they may call More House at 285-0858 to arrange for the pick up of large items.

At present, More House has 60 to 70 people working at the new Market St. facility—and paying for the privilege. A volunteer will contribute $10 for the job of washing dishes, scrubbing floors or manning the desk for a four-hour shift. Others are busy chauffeuring residents to the hospital in emergencies or bringing hot meals from another More House to Market (which has no kitchen yet).

But the residents themselves run the place—stopping fights, discouraging those who carry wine bottles in, making their own rules. So far, this policy has worked. The police (as well as the health, fire and building inspectors) have been through the Market More House and given it their blessing.

Rodney Yamamoto of More House told The Progress that the plans for the building include having two floors for elderly people on small, fixed incomes; another two floors for families; one "dormitory" floor for crashers off the streets; a recreation-kitchen floor; and a floor of offices (including some of the remaining tenants of the building).

More House organizer Rodney Yamamoto (left) and volunteer supervisor Howard Schwartz have high hopes for the future of the Market St. "home."

San Francisco Chronicle ★★ Tues., Dec. 5, 1972

MORE HOUSE EVICTION DELAY

Evictions at More House Delayed

By Maitland Zane

More than 100 men, women and children temporarily escaped eviction from that big crash pad in the Tenderloin yesterday.

For two hours, Market street at Mason looked like San Francisco State in the old days, with a crowd of young longhairs on one side of the street and on the opposite curb more than 30 motorcycle cops and the Crime Prevention Unit (Tac Squad) in blue riot helmets.

Health Department inspectors had ordered the three residential floors of the office building at 948 Market cleared because of leaky plumbing and other hazards, and the police were awaiting an eviction order.

WITHDRAWAL

At 2:45 p.m. Captain John O'Rourke withdrew his men, saying the Police Department's legal staff had decided there was a possibility that the More House commune, which operates the "free hotel," hadn't been given the required 48 hours eviction notice, "because Saturday and Sunday weren't counted."

Cheers rang out from windows on the upper floors as young people trooped back into the building toting babies, blanket rolls, guitars, food and at least one pet mouse.

Their joy was short-lived. Not long after the police drove off, Sergeant Richard Trueb said he had a "City Attorney opinion that we didn't have to wait after all."

Police said they will carry out the eviction order today, probably at 11 a. m .

'PRETEXT'

"This is just a pretext to get rid of us," said Bob Kerr, the More House official who supervises 35 communal residences in the Bay Area and elsewhere.

"We've cut the crime rate in the Tenderloin, in the past month, served 7000 free meals, given hundreds of people a roof over their heads.

"It's three weeks until Christmas, and I don't know how those people are going to survive. I hope those cops and health inspectors have a good explanation for THEIR children."

Blackie Burak, 29, who was put through the University of San Francisco law school by More House and is repaving the organization by supplying free legal counsel, got into a bitter shouting match in the lobby of the dilapidated building after Health Inspector William Wong served the eviction notice.

INSPECTION

Wong and another inspector, Chong Koo, toured the eight - floor structure in the morning and found "immediate hazards had not been corrected."

Burak said residents were entitled to a "reasonable time" to depart after the 48 - hour eviction period elapsed. Shaking his fist, he shouted:

"There are many buildings in worse shape than this in the Tenderloin and Chinatown. If you drive us out, I'm going to make sure you close down every goddamn hotel that isn't up to code. That's not a threat, that's a promise."

NOTICE

The eviction notice signed by Health Director Dr. Francis Curry and Jack E. Coyne, chief of the bureau of environmental health services, said the Graystone Building is "unsanitary and a nuisance."

The major problem, according to Wong, are defective second-floor sewage pipes, which have been leaking into the Giant Penny Discount store on the ground floor and into the basement, too.

Firemen said a fire that broke out Sunday and caused some residents to flee the building was of incendiary origin.

James Garcia, 23, said "This place has kept a lot of people out of jail. They treat you like a human being."

One of the saddest stories came from a heavy-bodied woman of 40 or more, Crystal Burden, who has been living there with her five-year-old, Cindy.

"We came here three weeks ago from Placerville so I could see some doctors and have an operation," Mrs. Burden said. "At the Greyhound bus station somebody stole all my money. We heard about this place. They've been good to us. They call me Mom.

"They help people get jobs and get back on their feet, give 'em medical care and food. My baby's been crying all day. She doesn't want to leave. Us poor people got to stick together. I don't have any money. No place to go."

PLUMBING

Burak and Kerr protested that plumbers have been striving since last week to repair the plumbing of the building, which Morehouse purchased for $475,000 and opened on November 8 to the human flotsam of the city.

Showers and toilets are being installed, a clinic is being operated by a More House doctor, and within a short time the building could be made a safe and attractive haven, they said.

As a Christmas tree was being brought in, plans were discussed for fire marshals on every floor and fire drills. Three new whistles were bought yesterday for the purpose.

BLACKIE BURAK (LEFT) AND WILLIAM WONG
More House counsel argued with health inspector

There was a mood of anger and desperation outside the building as residents eyed the riot squad across Market street.

"I guess we're going to have to go back to the streets," said Sandra Carter, 19, who says she can't work because she is an epileptic and has other problems.

TENANTS

The few remaining tenants of the building won't be sorry to see the residents depart.

Dr. Neil Rosenblatt, a dentist, said:

"Those people have ruined me. Patients won't come in the door. After 45 years I'm having to close up my practice this month and store my equipment. Somebody even tried to burglarize me last night."

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

Quiet Eviction at Crash Pad

By Maitland Zane

It wasn't much of a home, but it was better than sleeping under a bush in Golden Gate Park or in a fleabag in the Tenderloin.

Yesterday morning, 150 of society's throwaways were evicted in the friendliest way possible from that big More House crash pad on Market street which the Health Department found to be a health hazard.

The Salvation Army found temporary shelter for 50 of the men and women at the nearby Lankershim Hotel at 55 Fifth street, but that's only for three days.

As for the others, it was back to the streets.

Many were cursing. Some of the women were in tears.

A drunken, reeling black wearing a red cap was singing sarcastically to the police, "Happy Christmas to youuuuu, Happy Christmas to youuuuu . . ."

Where will they go?

"Wherever they came from I guess," was the sad comment of William Wong, a supervising inspector for the Health Department.

Wong said the health hazards included an overflowing second-floor sewer that has been leaking through the floor to the Giant Penny Discount store below.

The Health Inspector said he also found stopped-up toilets, dirty mattresses in a dormitory area, not enough bathing facilities and other violations that hadn't been repaired since the Health Department first inspected the crash pad on November 20 after an anonymous complaint.

If there had been substantial improvement, we would have asked for an extension," he said. "We had no other recourse."

The Department of Public Works will hold a hearing Friday to try to get the building condemned, Wong said.

For the second successive day a crowd of hundreds collected at Market and Mason streets to watch a threatened confrontation between the longhairs and 50 motorcycle officers and Crime Prevention Unit (Tac Squad) police in riot gear.

Police didn't have to arrest anyone or crack any heads, thanks to the soothing sympathetic approach of eight plainclothesmen from the Police Community Relations Unit led by Inspector Rodney Williams.

VIOLENCE

The only violence was when two snarling police dogs leaped at each other as a ten-man police squad entered the eight-story building at 948 Market at 1:30 p.m. to check that it had indeed been vacated.

Since November 8, when the top three floors of the $500,000 building were opened as a crash pad, more than 7000 meals have been served and hundreds of broke and homeless people given shelter.

"I'm sure we've saved some lives," said Bob Kerr, a top official of the More House commune.

"We had 152 people last night," said Joy Cole, she and her husband John help run another More House in Berkeley, and they were at work at 6 a.m. in an eight floor office next to the "Detox" room crowded with alcoholics and drug addicts.

"We don't want to put these people out on the streets," said Police Inspector Williams.

The Salvation Army, the United Crusade, the Red Cross and the Good Earth Commune were all brought into the act thanks to the efforts of Williams and his men.

Williams' "cool it" approach worked and there was a minimum of friction with police as residents trooped down stairs carrying bedrolls, suitcases and personal belongings.

One girl, Debby Johnson, 20, was carrying a cage with two pet hamsters.

WEEK

Mrs. Jerry Brown, a short, plump woman of 30, said she and her lank-haired husband Walter, 24, had moved in a week ago when they couldn't pay the rent for a room at a roach-infested Tenderloin hotel.

"I've got bronchitis," she said. "Now that we've got to go back to the streets it's going to get worse, because we're not on welfare now."

Ray Robinson, the England-born coordinator of services for the Salvation Army, handed her and her husband chits good for three nights at the Lankershim.

"We can't take care of them indefinitely, but we'll do the best we can," he said.

"We have been taking care of our own," said Don Mather, 23-year-old Commune volunteer, who was a combat medic in a paratroop outfit in Vietnam and has been running a first-aid station in the building.

While the residents were being evicted, a force of 40 Crime Prevention officers in blue helmets and face masks waited a block away behind the Old Mint. Four police dogs were there too, as well as a paddy wagon and ambulance in case of a bloody clash.

More House spokesman Thomas Nelson said all residents had left by the time the riot squad entered with the exception of a few volunteers manning a clinic and a skeleton staff of More House guards.

Attorney Blackie Barsk said the reason the health violations weren't attended to was because the necessary repair permits weren't granted at City Hall.

Life in the More House

What sort of a man would give his wife an eight-story building on Market Street (that couldn't pass either health or building inspections) for a present?

Aquarius Magazine describes one such man this way: "All his life he had had a passion for logic problems: puzzles, mazes and brain twisters. He decided then to solve the biggest logic problem of them all: WHO AM I? HOW DID I GET HERE? AND WHO OR WHAT CONTROLS THE UNIVERSE?

"He found the answer."

And he's willing to sell it to you.

His goal: "To serve the world unselfishly and make a profit."

Able to leap cosmic logic problems in a single bound, and balance the seemingly unbalanceable . . . unselfishness-profit . . . but who can this miracle man be?

He is Victor Baranco, 38. 6-foot-2, tipping the scales at something like 275 pounds, founder (four years ago) of the Institute of Human Abilities, founder of the Institute's magazine, Aquarius, and founder of its three dozen communes, called More Houses, which he plans to develop into a nationwide chain a la Colonel Sanders' Kentucky Fried Chicken.

A star football player at Berkeley High in his youth, Baranco has been, by his own account, every kind of hustler. He was a highly paid salesman at the point when he "found the answer."

Now he lives in high style in Lafayette, and is chauffeured everywhere he goes in his sparkling purple 1960 limousine with the (fake) zebra-skin seatcovers. A Cadillac, of course.

★ ★ ★

The biggest More House of them all—the 65-year-old, eight-story Graystone Building at 948 Market St., which served for a time as crash pad for more than 150 downtown street people—thrust Baranco's operations into the news.

The original conception for The Peoples Building (as it was dubbed) came from Baranco's wife, Suzy, who thought it would become a terrific refuge for shelterless street wanderers.

When City officials found dozens of health and safety violations, the place was ordered shut down for residence purposes and the street people were evicted. At a Dec. 29 hearing, More House announced the People's Building would become a condominium for old folks instead. Another hearing is scheduled Feb. 2.

"Market Street merchants were opposed to a crash pad," said Brian Shekeloff, More House minister of information. "There aren't as many problems with a condominium for the elderly."

If More House can't get approval for ANY use for [illegible], it will be condemned—in which event, [illegible] to let its option expire.

Meanwhile, Baranco's organization is trying to find another [illegible] in the neighborhood—preferably a hotel already zoned for residential use—to serve as a crash pad.

"Right in the middle of the Tenderloin is where we want to be, where we can attract the largest number of street people," said Shekeloff.

★ ★ ★

To gain approval for its building plans, More House has started a [illegible] new project to demonstrate it can be "a positive force in the community."

It's called the Turn On To America (TOTA) squad, and will consist of some two dozen Morehousers wearing red blazers with the More House insignias (an inverted Y in a circle with a bar running through it).

THE SQUAD, under the leadership of 41-year-old Wayne Roy, ex-wanderer and ex-sometime-wino, the TOTA squad will start sweeping the nearby streets for stray freaks, seeking medical care for those who need it, and shelter at More Houses here and across the Bay for others.

"Without all those people hanging around and ripping [illegible] off," says Roy, "the businessmen are going to like it around here a lot better. In fact, I think they're gonna love us."

[illegible] the TOTA squad will be doing something [illegible] to More House's collective heart: gathering more souls into the fold. More House wants to get a [illegible].

[illegible] to bring everybody into our thing. [illegible] the world," says Bill Oliver, one of the [illegible] Market St.

[illegible]RS talk this way, they fairly glow [illegible].

[illegible] More House gets, the bigger the [illegible] with the precepts of Baranco, [illegible] at the very top of the pyra[illegible].

* * *

[illegible] in ascendant order [illegible] heap.

[illegible] say they had come out of [illegible] in their lives no good, little

[illegible] and board at More House if you [illegible] return for your services, often starting [illegible] waiter.

[illegible] you can afford to pay, you pay on a scale of $100 to [illegible] principally on how much you've got.

[illegible]

[illegible] newcomers, you are labelled a "mark," [illegible] means exactly the same thing as when a [illegible] clumsy, sucker, target, victim.

[illegible] "mark classes" led by senior Morehousers. First they tell you they're not going to tell you anything you didn't already know. Then they start hammering away at your every handicap.

They want to see if you've got what it takes to join the club. Or, more precisely, the corporation.

[illegible] EVALUATE

You become an "evaluee," or student of Morehousism. You [illegible] a series of courses taught by ranking Morehousers.

You pay from $45 (and up) for a few days seminar in subjects like Hexing, Advanced Hexing, Communications, Psychic Sensitivity (". . . to increase the duration and intensity of orgasm . . . covers completely the concept of responsible belief"), Man and Woman, and Jealousy, Money and Possession.

[illegible] STRAIGHT FROM VICTOR

After a suitable number of courses—the number seems to vary from case to case—you get the opportunity to take a special course from Victor Baranco himself. Usually [illegible] with a potpourri of other evaluees, for prices ranging between $45 and $250, depending on topic and duration.

[illegible] ABOUT ENERGY

At this point, you cease being an evaluate and become one of the gang—and in exchange you agree to give More House a total commitment of your energies.

If you're going to succeed, you've got to give it all you've got. Money, as Morehousers explain it, is actually just a stored-up energy. The same can be said of just about anything you own.

Making a total commitment to More House means that you commit ALL your energy to More House.

Another premise is that there is no savings account when it comes to energy. You give your energy (including dollars and holdings) to More House and it belongs to More House.

[illegible] AS A PRINCIPAL

Most Morehousers become a principal. There are, for example, [illegible] who run the 943 Market St. building in [illegible]

One reason they are there is to serve people. A very important part of the More House ethic is that the highest [illegible] serve others. Sometimes this is called "being a [illegible]."

Another reason they're there is because they are taking

THE AUTHOR

[illegible] Hunter Jones Burks, who often [illegible] of what, for lack of a [illegible] term, is called the Youth [illegible] was born for a more quiet editor [illegible] Haight Street, a correspondent for [illegible] and a reporter for the [illegible] Tribune. He is a frequent [illegible] to Gay and other national [illegible] Burks is a grad[illegible] of San Francisco State University

yet another course—"It's an experience in management, a learning experience that we pay the Institute of Human Abilities (More House's administrative wing) to take," says Bill Oliver.

The cost of this course is $2500 per. The 20 principals at 943 Market Street are paying More House a combined $50,000, which is obviously a lot better deal for More House than if More House were paying them salaries. It's all income.

VIII. AFTER THAT

You are now in a position to teach courses yourself. Perhaps you become an officer in an existing More House, or start a new one some place. Maybe you get into the operations of the Institute for Human Abilities.

The more marks, the more courses for you to teach.

The more brothers and sisters, the more houses for you to administer.

The bigger the pyramid, the higher you go.

But while you are now in a place where you can make more profits, all your energy flows back into More House. You don't profit. More House does.

★ ★ ★

Some people might get the impression that, because top Morehousers go around in Cadillac limousines and snazzy clothes and eat good and have fun and lots of sex, they're really getting rich off Morehousing.

And that's exactly what More House wants you to think.

"WE WANT PEOPLE to think we've got a lot of money," explains Marilyn Oliver, Bill's wife, "because we want them to feel free to rip us off for whatever they need.

"If we go around looking like street people—who have very little — they won't think we've got anything to offer them. And besides, it's great to have nice clothes."

It is at this point in conversation with a Morehouser that he or she tells you what miserable, beat-up rags he or she used to wear, pre-More House, and how crummy his or her sex life USED to be and how much better it is now.

For that is another Baranco-ism: pleasure and materialism are plenty okay.

They go to some lengths to insist that theirs is a conservative, traditionally capitalisitc part of the American free enterprise system. Not some crazy freak leftwing organization. Not hippies.

ROLLING STONE, the national bi-weekly of flipped-out kicks and the "counter-culture" published in The City, last year treated More House to a full-length report.

Many Morehousers feel the Stone's coverage lent a sinister cast to their activities — though they profess not to care much about it.

The original Rolling Stone account has been published by the magazine's book division. In it, Baranco and More House are sandwiched between long reports about Charles Manson and his family and Mel Lyman, whose East Coast chain of communes has recently moved West. (There's one here.)

The book categorizes Lyman and Manson as "acid fascists" and notes that "similarities between the followers of Manson, Baranco and Lyman, and between them and us, raise some very real questions and fears about the future: that something very dark may indeed lurk beyond the Aquarian Age."

What do you teach? Victor Baranco was asked. His reply: 'They know everything I'm going to teach them'

—Photos by Annie Leibovitz

REGARDLESS WHAT his followers say, it would appear that Victor Baranco was not pleased with the way Rolling Stone's reporter Robin Green, approached More House. Consider an interview with Baranco that was published in the More House magazine, Aquarius.

Said Baranco: "She kept asking, 'What do you teach?' and I kept saying, 'They know everything I'm going to teach them.'"

Finally, fed up with the whole thing, Baranco gave the lady from Rolling Stone an answer that "will fit your story." He said:

"Oh, we just rip people off for their money and for any reason we can, and, like, we don't deliver anything, and if, you know, they complain we just beat them out of it and talk them out of it and twist their heads around and stuff like that. And we just have people around to serve us. And the whole thing is just a real big con job."

THE INSTITUTE of Human Abilities takes the position that 90 percent of this country's population is "hung up, bound in value judgments, bored, hating, fearing, grieving . . . the living dead."

Continues an Institute publication: "Call these the less people. Grieve for them. They have resisted life. But there is hope for them. There is a complete Human Being under each of those piles of garbage."

What kind of life can those garbage piles expect after taking the More House Way?

Barry Kerr, one of More House's resident teachers and founders, has at once defined the perfect society ("in which everybody was capable of doing everything and enjoying it") and how communal life leads to that state.

"You have meat but no fire," Kerr wrote in Aquarius magazine, "and I have a fire but no meat. We can either die of hunger or cold individually or communally eat well and stay warm . . ."

"If we can recognize that none of us need chance and that our goals are the same, then all we need for a perfect society is at least one person who enjoys organizing and whatever others are necessary to do those things that need to be done that they enjoy doing."

San Francisco Chronicle
Wed., Oct. 6, 1971

Street Artists

Editor — The matter of police arrest of street peddlers and resulting court action needs clarification. Recent news stories (including "Order Halts Arrests of Artists," (Chronicle, Sept. 25) report a court opinion that these arrests are unconstitutional.

One judge in municipal court has so ruled but it must be considered that on May 7, 1970, in a similar street peddler case, Judge Robert Merrill ruled to the contrary and concluded there was no constitutional issue involved.

Furthermore, it must be considered that other municipal court decisions that street peddler arrests are unconstitutional have been overruled. These rulings were in case 1610 of the Appellate Department of the Superior Court, Judge Walter Carpeneti presiding; and in case 1691 of the same division, Judge Charles Peery presiding.

When we consider this matter of whether street peddlers should ply their wares on public sidewalks, and we do not believe they should without (the same) rules and responsibilities as the other merchants have, let us remember to consider the facts on both sides of the street in this matter of constitutional rights.

BERNARD AVERBUCH,
Executive Director,
Market Street
Development Project.
San Francisco.

The next hearing for street artists begins today with Superior Court Judge Ira Brown presiding. —Editor.

"One Mindedness" band developing a sound on Market Street

'Summertime' on Market

Sweet Sound of Brotherhood

"Summertime," and the music along Market street where the One Mind is playing these days is almost international.

"We're playing Afro-Latin rhythms and American melodies," Jamel Chisholm who pumps a mean saxophone, says as percussionist Mehoza Ngoma, his hands striking the congo drums like lightning, brings the Gershwin tune to a close.

Chisholm is the 28 year old Juilliard School of Music - educated Brooklynite whose blowing at Powell and Market brought the group together.

In addition to Ngoma and Chisholm, there are Francisco Castillo, 25, a Costa Rican, on timbals, Sam Austin, 21, from Long Island, on flute and sometimes what he calls "the shaker guys" but which Castillo says are maracas, and J. C. Hunt, 24, of San Francisco, a percussionist who, for timing on "Summertime," added a block, cowbell with a drumstick.

Chisholm says the group is developing its sound right here on the street amidst the philosophy of their name which he says is "one-mindedness.

"When the whole world gets to point where it thinks as one mind, we'll have brotherhood," he adds.

As the five play on the corner outside the boarded up J. C. Penney store at Fifth and Market, a curious homogeneity does seem to settle briefly on the bustling sidewalk.

People who stop to listen, back away from the percussions, leaving almost a halo of space around them.

[illegible] dancing, [illegible] quieting, sitting, or just standing and listen in total silence.

Each person breaks his own spell, walking up when he's heard his fill to drop a coin in the saxophone case on the sidewalk before the musicians.

Through the crowd passes a group of religionists, carrying placards lettered in red.

"Don't forget Sodom & Gomorrah!" reads one.

A man tosses a [illegible] half dollar in the sax case.

"It's a Satan and the [illegible]," he says. "It's not some real pure vibes."

Musicians Play Too Well

A big crowd partially blocked the Powell and Market Street corner for nearly an hour yesterday afternoon in a confluence of tourists, shoppers and jazz enthusiasts.

Police broke it up without arrests by asking the street musicians, a jazz ensemble, to go away.

Crowd pleasers in their repertoire included "Summertime" by composer George Gershwin, which was reasonably apt for everyone but the tourists trying to reach the cable cars.

The band, called "One Mind," included Jamel Chisholm, saxophonist; Sam Austin, flute; Mcheza Ngoma, conga drums, and Francisco Castello, timbales.

A spokesman said they depended on their music for a living and, on a good day, they'll clear about $20 each in donations.

All agreed it was a beautiful afternoon.

Powell and Market Preacher

Wed., July 5, 1972 ★★ San Francisco Chronicle 5

Yelling for the Lord

By William Moore

Speaking above the din of the cable cars, the roar of buses and trucks, automobile horns, and jackhammers, the bleary-eyed desk clerk at the Powell Hotel was in a testy mood.

"Somehow," he said, gesturing at the three strange figures on the corner of Powell and Market streets, "the decibel level of their voices is higher than anything else out there.

"In fact, they are so loud they are keeping our clientele in a state of shock."

News vendor Jerry Phillin, sitting in his tiny green shack by the busy intersection, rubbed his fingers over gray stubble and peered hesitantly.

"Yep," he said, "they're here every day. There are at least a dozen different faces, showing up at different times. But they are all doing the same thing."

They are the street preachers, an amorphous group of mostly middle-aged gentlemen who are not exactly new to the city scene.

You find them now mainly in Union Square and at the Powell and Market crossroads, where they have taken it upon themselves to reach out for a lot of lost souls.

But in this era of street corner musicians, Hare Krishna singers and general urban tumultuousness, their art has become rougher.

And as John Hazen, 60, the dean of San Francisco's open-air ministry, put it, their response has been to shout up, speak louder.

To understand the challenges, it is necessary to spend an afternoon with Hazen as he and two other street preachers thunder out their messages to the crowds at Powell and Market.

Hazen, who has been spreading The Word on the corners of San Francisco since 1932, paced up and down in his gray tweed topcoat, pointing accusingly at the few passersby who would listen and shouting out reminders about the Apocalypse.

"You may seem to be the life of the party," the ruddy-complexioned, red-haired preacher cried as a wino stumbled past, "but spiritually you're dead until you receive the Lord Jesus Christ."

As soon as Hazen stopped lecturing, another preacher began — and eight Hare Krishna chanters trooped noisily by.

"The competition is getting very tough around here lately," Hazen said. "I've even been slugged two or three times by people who evidently get upset about hearing about the Lord.

"It's hard work, but I don't let anyone push me out of the way."

Like most of his fellow street preachers, Hazen is a lone Christian operator, unaffiliated with any specific church and, as he put it, his license and his theological degree came from God.

In fact, Hazen barely conceals his contempt for the men in the pulpits. "Darn it," he said, "they don't talk enough about hell."

Hazen started his open air sermons 40 years ago — after "a life of sin and carousing" (he was 20 at the time) "led me to see the light" — and he supported himself as a janitor at Mission High School until his retirement there this year.

"When I was a janitor, I got out to the street corners to preach every night and on weekends," Hazen said. "Now I have enough time to read the Bible with my wife at our Eureka Valley home each morning and then get out here each afternoon six days a week."

He opened a bulging black notebook he carried and flipped through sections with headings like "Hell," "Judgment," "Sin" and "Salvation."

Picking a particularly pithy passage from the Scriptures, he bellowed out: "Love thy neighbor!"

No one seemed to hear him, since most of the crowd at the time was frantically pushing and shoving to climb aboard a cable car. And an enraged gripman was sputtering epithets at his passengers.

Hazen was interrupted in mid-sermon by the bleary-eyed desk clerk who had just lumbered across the street from the Powell Hotel.

"Keep it down, man," the desk clerk snapped at Hazen.

Hazen, stunned, stared icily at the clerk and shouted: "Wake up, you hooligan. The Lord can close your mouth."

The clerk shuffled off, shaking his head. And another preacher, a young black man, began an open-air sermon.

Hazen, stepping back to survey the scene, declared: "Normally this is a good location because you have a captive audience with these cable car people. That's why I've been here for nine years.

"I can't say, though, that I have ever made a convert, at any time — but you never know."

He paused to scrutinize the young preacher in front of him. "His problem," Hazen confided, "is that he doesn't speak loud enough."

Hazen smiled, a big knowing smile, and said:

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S.F. Street Artists Win Case--Again

By Robert Bartlett

A San Francisco judge yesterday ordered local police to stop arresting street artists for selling their wares on city sidewalks.

Superior Court Judge Ira A. Brown Jr., in granting the temporary injunction sought by the Street Artists Guild, scolded police for ignoring a lower court ruling on the same problem.

Municipal Court Judge Albert Axelrod, Judge Brown pointed out, held unconstitutional both a city peddler licensing ordinance and a California Penal Code section barring begging as applied to street artists.

The San Francisco district attorney's office never appealed that September 7 decision, and police continued to arrest the street craftsmen. Twenty were facing trial. Brown's decision blocks those trials.

IGNORE

The issue, said Brown, is simple: "Can the San Fracisco police choose to ignore a presently valid judgment of the Municipal Court apparently because it does not agree with that decision?"

"The answer is simple," the jurist ruled: "A clear and loud 'No.'"

Reaction on the judge's ruling from Police Chief Donald M. Scott was short and to the point: "If the court orders, we obey."

"Of course we'll obey," said Captain Jeremiah Taylor, who as Supervising Captain of the Stations is in charge of all uniformed men on the force.

"But it's going to be more difficult to keep the streets clean for the merchants and the people," Taylor said. "It doesn't seem quie equitable to me, what with the merchants having to pay taxes and and license fees. It's too bad."

Sergeant David Roche, the department's legal officer said that if the order becomes permanent, "we probably will appeal."

ARRESTS

Until a full-scale trial is held on the dispute, any policeman who arrests a street artist on these charges would run the risk of being fined or jailed by Judge Brown.

Deputy City Attorney Milton Mares argued vainly that both the state and city laws are constitutional as applied to persons who sell merchandise on street corners.

By contrast, Robert Cantor, representing the Street Artists Guild, claimed the laws are unconstitutional.

But Brown emphasized he had no power to rule on the constituionality of either law. Because the district attorney never appealed Axelrod's decision, it must stand.

HUGGED

After the judge's decision, Mares and Cantor held a hasty, whispered conference in the courtroom, while more than a dozen street artists shook hands and hugged each other in the corridor outside.

Cantor explained that his clients were eager to see a new city ordinance enacted because, "they don't want everyone and his brother selling junk to citizens."

The two agreed to confer later and try to work out a new ordinance to be submitted to the Board of Supervisors, rather than continuing the court battle.

A Street Artists Guild spokesman said that 108 craftsmen "are active and known throughout the city."

CRAFTSMEN

Headquarters of the artists, he said, is in Victoria Park on Beach street—across from Ghirardelli Square—where most of the arrests have occurred.

But he emphasized that "we break up the congestion there."

When too many artists congregate on the sidewalk in front of Victorian Park, many voluntarily go elsewhere in the city to sell their works, to avoid blocking the sidewalk in front of the popular tourist center, he claimed.

The City's Porno Movie

Renewal Dilemma Disclosed

By Ralph Craib

As part of its effort to enhance the San Francisco of tomorrow, the City's Redevelopment Agency has been in the awkward role of landlord for a leading porno movie house for the past month.

And this powerful affiliated agency of the city government may find itself — if unwillingly — in the porno movie business until September or October, The Chronicle learned yesterday.

Its tenant is Les Natali, the local Barnum of filmed erotica, who has been a prime police target in recent months. He is temporarily out on bail.

After nearly two years of litigation, the Redevelopment Agency — an agency of the State of California which administers city and federal funds — acquired title to the Paris Theater, at 781 Market street. It is one of the original old Market street skin flick houses when nudie movies involved only parading or gamboling naked girls.

The Paris, and an adjoining bookstore peddling hard-core books, pictures and movie films, are needed for the $385 million Yerba Buena Center redevelopment project. This massive complex, stretching from Market to Folsom between Third and Fourth streets, is designed to restore the city's ability to compete for national conventions.

Irving Bartel, owner of the theater and two other buildings immediately next to it, had refused a Redevelopment Agency offer for his property and had won a $1.8 million Superior Court settlement. The Agency appealed this, but agreed out of court early last month to pay $1.75 million for the property.

The Paris on Market street — the land is needed for the Yerba Buena Center

"When we acquired the property after the litigation," said David Collins, area director of the project, "we immediately gave the tenants a 120-day notice of eviction." That notice will expire August 16—but may be extended.

Meanwhile, the Redevelopment Agency's porno house is offering "Mona" and "Hollywood Blue," two films that are almost classics in San Francisco's multimillion-dollar living color, living flesh movie trade.

"Mona" has run 35 weeks in San Francisco and has grossed well over $750,000, said Natali, who is resigned to losing the theater. Although he has been offered relocation assistance—as required by law—by the Redevelopment Agency, he does not think it will be possible to relocate on Market street.

He said that his $2500-a-month rent had been refused by the Redevelopment Agency. But Collins said rent was always skipped the first month that the agency acquired a property. Rent will be collected this month, he said.

Market St.

Topless Dancing Permit Revoked

The Board of Permit Appeals revoked a permit for topless dancing in a bar at Eighth and Market streets yesterday after the Police Department admitted it had goofed in granting the permit.

"We have no excuse for this gross miscarriage," Sergeant David Roche, Police Department legal officer, told the board. "It was very improperly granted at the very least . . . I don't know why it was granted."

Bernard Averbuch, executive director of the Market Street Development Project, had appealed to the board after learning by chance last week of the entertainment permit for the Franciscan Lounge at 1224 Market street.

William McHenry, operator of the bar, told the appeals board he wanted topless dancers because "in your entertainment today, that is the leading thing." By way of mitigation, he said that his dancers would wear ballet skirts.

"My God," said Commissioner Peter Boudoures, "when they want to allow topless dancers on Market street . . . it's time for somebody to shout."

Averbuch said his organization is routinely notified by police of requests in this case. Roche said he didn't know why. Nobody seemed to know who was responsible for granting the permit in the first place.

A number of Market street businessmen were at the hearing, prepared to speak against the permit, Averbuch told the board, but commissioners told him that wouldn't be necessary. They quickly voted unanimously to revoke the permit.

As McHenry left the room, Boudoures called after him, "Just lower your prices a little and give a little more liquor and you'll get all the business you want."

In another case, the board overruled the Fire Department and voted unanimously to permit the John A. Strong Circus to perform at Stonestown this fall after guarantees of fire safety had been made.

Topless Permit Canceled

Riddle Ends Unsolved

It sounded like the ironic ending of an O. Henry story.

Instead, it was a McHenry tale.

William McHenry, the Market Street bar owner who got a police permit for topless entertainment by mistake.

"We have no excuse, that permit was granted very improperly, to say the least," Sgt. Dave Roche, the Police Department's legal counsel, told the Board of Permit Appeals yesterday.

Bernard Averbuch, director of the Market Street Development Project who had protested the issuance of the topless permit for the 1224 Market St. Franciscan Lounge, said not even the Mayor's office had been able to explain how McHenry got what he got.

A little uneasy about it all, McHenry testified he could shed no light on the riddle either.

"I wrote 'topless entertainment' on my application," he said. Then McHenry added these O. Henry - like lines to his statement:

"When I said 'topless,' I didn't mean it. I was referring to . . . well, I'd have dancers and they'd have ballet skirts on."

With the blessing of Sgt. Roche, the appeals board then unanimously overruled the Police Department, leaving McHenry without permit to feature topless dancers not even those all covered up with ballet skirts.

Market Street Topless Row

S.F. Examiner—Page 3
N Wed., May 5, 1971

By Sam Blumenfeld

Police permit granted a bar at Eighth and Market Streets for topless entertainment was attacked on several fronts today.

The Franciscan Lounge at 1224 Market St., which also seeks a permit for a 17-foot flashing sign, has such future neighbors as the BART station and the $3 million United Nations Plaza.

The Market Street Development Project, which learned of the permit by accident, filed a protest with the Board of Permit Appeals, which will hear the matter on Monday.

"The $34.5 million being spent to beautify Market Street doesn't include a topless and a flashing sign in its decor," declared Bernard Averbuch, MSDP's executive director.

William R. McHenry, who bought the cocktail lounge recently, was granted the permit two weeks ago at a hearing before Deputy Police Chief Donald M. Scott in which some 50 applications were processed.

Neither Scott nor Sgt. Dave Roche, the department's legal rounsel immediately recalled the case nor McHenry's accompanying letter of intent which included the topless request.

"We must have missed it," said Roche, "among all those applications for permits."

Missing it also caused another "goof," he admitted.

"We had arranged to notify the Market Street Development Project about all entertainment applications," he explained.

Last Friday was the last day in which an appeal could be filed with appeals board.

It also was the day McHenry's application for the flashing sign was heard by the City Planning Commission, whose hearings are always attended by MSDP representatives.

"That's when we learned of the police permit and that's when we immediately appealed to the permit appeals board," said Averbuch.

The board not only heard from MSDP but also from other individuals, including financier Louis Lurie who wrote a letter to all the board members expressing "shock and great dismay" at the permit.

Lurie also noted that, besides the BART station and the U.N. Plaza, the bar is also across the street from several first class hotels, including the Franciscan (no connection with the lounge) and the Del Webb Towne-House.

"I urge you to take action to revoke this entertainment permit and keep us on the right track to improve Market Street," wrote Lurie.

It would take the unanimous vote of the Board of Permit Appeals to revoke the permit, or the board could order the case returned to the Police Department for further hearings in which opponents could testify.

McHenry would not comment on the flap except to say everything he had to say was in his letter of intent filed with his application.

The Planning Commission, meanwhile, has held up action on the sign application.

8 San Francisco Chronicle Thurs., May 6, 1971

Topless Permit Draws Fire Here

A routine Police Department permit to allow topless dancing in a bar at Eighth and Market streets was under attack yesterday.

As a result, a hearing on an appeal seeking to revoke the permit will be held by the Board of Permit Appeals Monday.

Bernard Averbuch, executive director of the Market Street Development Project, learned by chance that the Police Department had granted William McHenry, operator of the Franciscan Lounge at 1224 Market street, an entertainment permit for his place.

"The taxpayers are now spending $34 million to upgrade and beautify this street," Averbuch said. "We simply do not think that this type of establishment belongs there. It does not fit in with the great plans we have for the street."

Averbuch, who learned of the entertainment permit when he found a Planning Department application for a 17-foot flashing sign, immediately filed an appeal with the Board of Permit Appeals.

He was supported by financier Louis Lurie, who wrote the board that he was "shocked and dismayed" to learn of McHenry's plans. Lurie noted that the bar was near the Civic Center subway station and also near the planned $3 million United Nations Plaza and said that topless entertainment was inappropriate in the neighborhood.

October 5, 1969
S. F. Sunday Examiner
& Chronicle

Lurie Aroused

Cleanup Asked On Market St.

By Harry Johanesen
City Hall Writer

Louis R. Lurie, who would regard the biggest win possible as less than peanuts, wants pinball machines banned forever from Market Street.

The multi-millionaire octogenarian, long accustomed to handling financial matters in amounts only dreamed of by pinball players, would go further:

He would also ban places that sell what he describes as "questionable magazines and pictures."

Lurie's stern attitude toward pinball machines, pornography and some people became a matter of official notice last week when he opposed an application for a license to operate a pinball parlor at 713 Market St.

"It is utterly inconceivable to me in this day and in this era of rebuilding Market Street that any City official or agency should favorably consider a pinball application," he said in a letter to Supervisor William C. Blake.

"With $34 million being spent to modernize and beautify Market Street, including a $24.5 million bond issue overwhelmingly passed by the voters in 1968, we must have forceful leadership to implement this vast improvement program."

"How in the name of common logic can we ask businessmen to build a $10 million Roos-Atkins, a $200 million Yerba Buena Project, a $35 million Crocker Plaza and so many others, and have them spoiled by undesirable characters?

Lurie concluded by urging the Board of Supervisors to take the lead in a Market Street cleanup campaign.

Lurie did not name or otherwise identify the "undesirable character" but it was obvious that he meant bearded, berobed and barefoot salesmen who peddle underground "newspapers."

Blake himself has frequently denounced these vendors who ply their product at strategic Market Street locations.

The supervisor drew up a resolution aimed at eliminating pinball and pornography parlors and possibly some people from Market Stree'

Angry Voices Urge 'Safe' Market Street

By Harry Johanesen
City Hall Writer

ome angry property own- City officials and police ss concerned about the tu- of Market Street will e to City Hall tomorrow lemand action from the rd of Supervisors.

ie board's Fire, Safety Police Committee has duled the hearing for 2 —to consider the com- its of the property own- and learn what the police doing about them.

ie property owners and r citizens have requested hearing to demand pro- for pedestrians and pers on The City's main oughfare.

Pornography Plan

ey also want the super- s to enact legislation to Market Street or pornog- y peddlers, a proposal know will be difficult to y out.

t they are convinced legal measures can be devised to withstand challenge on constitutional grounds and make Market Street safe for the pedestrian, the property owner, and for those who abhor the pornography parlors.

Police captains who will appear at the hearing, The Examiner learned, will come armed with these statistics:

- In September and October, 2736 persons were arrested on Market Street, as compared with 1748 during the same months last year. All the arrests were for misdemeanors.
- Numerous offenders taken into custody by the police return to the scene of arrest within a matter of hours.

Louis Lurie

The property owners also will have some discouraging words for the committee. For example, they will say that a number of buildings long free of any trouble now have private policemen stationed in lobbies during the day.

One such property owner is financier Louis R. Lurie, who spearheaded the demand for tomorrow's hearing. Lurie, who will not be able to attend the hearing, sent his testimony in a letter which he requested be read to the committee.

Obviously an angry and determined man, Lurie says in his letter:

"Everywhere I go I meet people who say they do not feel safe in coming to Market Street after dark. Everywhere I find people who say they have not been shopping on Market Street because of fear. I want that to change.

'Have to Go'

"The carnival atmosphere shops and the cheap arcades have to go.

"The stores peddling pornographic literature must go.

"The phony peddler merchant must go.

"The hippies, the winos and others plying their trade, who abuse and insult innocent pedestrians, must go.

"There are times when I damn well get sick and tired of listening to the morality rationalization that finds excuses for this type of behavior.

'Far Enough'

"When in the name of common sense are the righteous going to take a stand and say you have gone far enough?"

Lurie points out that the voters of San Francisco and the downtown business community endorsed a $24.5 million bond issue two years ago to rebuild Market Street after subway construction is finished.

He says it would be the height of folly to proceed with the expensive beautification program without first eliminating the street's undesirable elements.

"I want to see this Market Street of the future become a street of excellence, of excitement, of color and flamboyance," he advises. "I want to see Market Street as one of the world's most spectacular boulevards."

Lurie Demands a Resignation

A Matter for Millionaires

By Michael Grieg

Should a prominent attorney who defends skin flick operators and other raffish types be allowed to represent the city's cultural interests?

That was the thorny issue raised yesterday by financier Louis Lurie in demanding that a fellow millionaire, attorney George T. Davis, resign as a member of the War Memorial Board of Trustees.

LETTER

Lurie, 82, wrote a peppery letter demanding that another millionaire — Mayor Joseph L. Alioto — call for the resignation of Davis, 63, from the board that administers the Opera House and the Veterans Building.

The outspoken attorney, who has served as a trustee for 16 years, promptly told The Chronicle that in no case would he resign and would, in fact, "try and increase my legal work for stag film operators."

Mayor Alioto, busy with other matters, had no immediate comment and was apparently eager to steer clear of the battle between the millionaires.

LOUIS LURIE
A moral issue

GEORGE T. DAVIS
Fees and needs

In his letter, Lurie conceded that Davis "has the legal right" to defend such clients as Harold Davis (no relation), owner of the Peekarama Threater at 53 Turk Street, and pinball operators in the Market street area.

But, he noted, the attorney has fought to keep his clients in "an undesirable type of business near Market street where the city is spending $34.5 million in a beautification program."

ISSUE

The attorney-trustee, the real estate millionaire said, is "in conflict on a moral issue in the improvement of the city's cultural and business climate."

"Either he (Davis) is for the betterment of the city, or he is not," Lurie wrote the Mayor, "and if not then we will fight him as strongly and intently as we do all those others who seek to tear down what this city is trying to build."

And he rounded off his fervent letter by adding: "I am tired of these sunshine patriots who complain over their cocktails as to why S.

contribute to our problems."

Urbanely, Davis told The Chronicle that "Mr. Lurie has a few things wrong — I don't represent the Peekarama. I merely referred another lawyer to them — but I can understand his fervor and concern . . ."

VALUES

The attorney claimed that "the real objection" by Lurie, whom he called "an unofficial mouthpiece for a self-created board of censorship here," has nothing to do with downtown property values or moral ones.

"He's really opposed to pornographic moviehouses which are in competition with his own Geary and Curran theater interests that may not be doing so well. Well, I can understand a businessman's desire to eliminate competition."

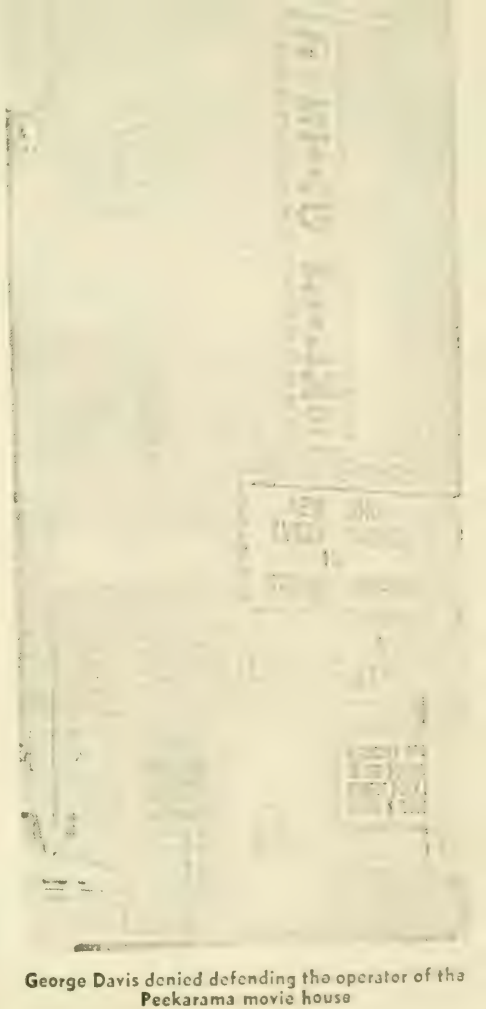
Davis, who has extensive ranching and real estate interests himself, said he has represented skin flick operators and "even some millionaires."

"I draw no lines as far as the wealth or social status of my clients is concerned," he said. "Their need, their causes and their fees will continue to guide me in the operation of my profession."

DUTIES

As for any alleged moral conflict with his duties as a War Memorial trustee, Davis said that his eminent critic has "really exceeded the boundaries of his competence on that score.

"To follow Mr. Lurie's line



George Davis denied defending the operator of the Peekarama movie house

"such libertarian thinkers and salty philosophers as Chaucer, Shakespeare, Benjamin Franklin, Abraham Lincoln, Sigmund Freud — oh, I could go on — would be

tural boards."

Davis said he has "just a much right to my choice clients and non-linear way thinking . . . Mr. Lurie has his pu[illegible]neal and Estab

San Francisco Chronicle 3
☆☆☆ Thurs., May 20, 1971

WEST SIDE-VALLEY THEATRES
ROY COOPER COMPANY, INC.
988 MARKET STREET
SAN FRANCISCO, CA 94102
PHONE 885-0491

June 22, 1971

Mr. Alfred Nelder, Chief of Police
San Francisco Police Dept.
Hall of Justice
San Francisco, California

Dear Sir:

Heretofore and under date of May 12, 1971 I wrote you letters with reference to SAN FRANCISCO GUILD THEATRE, INC., [illegible] & STRAND THEATRE, INC., REGAL THEATRE, INC., WESTERN STRAND THEATRE CO., INC., and reference is hereby made to those letters.

So that there will be no question in anybodys mind I would like to add that it has been the policy of each of these theatres to show films which, in our judgment, are in good taste. We intend to continue to operate each of these theatres as a Motion Picture Theatre showing 35 mm pictures made in Hollywood or their equivalent. It has been and will continue to be the policy of these theatres to co-operate with the Police Department and all other Civic Agencies as well as Local Improvement Associations. Wherein suggestions or recommendations shall be received by any of these theatres same will be given our attention.

I regret the delay in getting this letter to you, however, I have been out of the City for several weeks and just returned.

Very truly yours,

Roy Cooper

RC/llh
cc: Bernard Averbuck
Howard Schulz
P. G. Johnson

AARON THEATRE CORPORATION
DEL MATEO THEATRES, INC
DAVIS THEATRE, INC
GRAND ENTERPRISES, INC
LOS ALTOS THEATRE COMPANY
MARKET & 6TH THEATRE, INC

MENLO-ALAMEDA THEATRES, INC.
MENLO THEATRE, INC
[illegible]
PACIFIC MARIN THEATRE, INC
PEOPLES THEATRE CO.
RADCO CORPORATION
REGAL THEATRE, INC.

SAN FRANCISCO GUILD THEATRE, INC
[illegible]
VALLEY THEATRE CO., INC
WEST SIDE THEATRES, INC
WESTERN STRAND THEATRE CO., INC
WEST SIDE-VALLEY INVESTMENT CO

market street development project
70 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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airman of the
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ANK L. NAGEOTTE
stern Greyhound
HOWARD PATRICK
rick & Company
CK B. ROSE
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RGAN SMITH
raton Palace Hotel
UGLAS A. WALSH
man San Francisco
rporation
ECUTIVE DIRECTOR
RNARD AVERBUCH

8 February 1973

Captain John O'Rourke
Southern Police Station
850 Bryant Street
San Francisco, Ca. 94103

Dear Captain O'Rourke:

There has been an increasing number of complaints of overaggressive panhandlers and street characters on both sides of Market Street, between 7th and 8th Streets.

According to the complaints, these people have been abusive and insulting to passersby.

I would appreciate it if you could have your men give this problem special attention.

Sincerely,

Bernard Averbuch

Bernard Averbuch
Executive Director

ice, Smut

Market St. Problems

By Harry Johanesen
City Hall Writer

nhandlers, drunks, pros-
es, petty thieves and por-
aphy shops are the most
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s extract up to $200 a day
their unwary victims
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$5 movie for $40 to cus-
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near downtown Market
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erday by the Fire, Safety
Police Committee of the
rd of Supervisors.

Police Contingent

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ic. Don Scott of Central
on told the committee
ing Market Street is a
endous problem, but
his men have been doing
will continue to do a
job.

"We want to see a beautiful Market Street, too," he added, "but we can't arrest a person just because he is undesirable. We are 20 men short right now, but by working in teams we are making more arrests than we did a year ago."

'Short of Men'

Capt. Louis Feder of Southern Station said his command is "woefully short of manpower" and that at times there may be only one, two or three uniformed officers on the streets while others are patrolling in squad cars.

He said it was "demoralizing and frustrating" for officers to see persons they had arrested hours earlier return to the scene of arrest.

Jail facilities, he explained, are too overcrowded and understaffed to handle all the people arrested downtown and those brought in from other areas of the City.

"They have to let some of them go right away," he said.

Clerks Needed

Feder added that it would help a great deal if 200 civilian clerks could be trained to relieve officers holding down desk jobs.

Inspector Peter Maloney said the difficulty of making arrests and the greater difficulty of obtaining convictions complicate police action against pornography parlors and "lewd movie houses." A judge, he explained, must first make a determination that evidence is obscene before an arrest warrant can be issued.

"The biggest problem is the wino alcoholic," said Sergeant Sol Weiner of Southern Station. "He is the focal point of the strong-arm man."

Weiner said team policing has "made things a little easier" and added that he and his men want to "make it livable for everybody downtown."

Assistant District Attorney Winkler Gerhard said the District Attorney's office can't keep up with the volume of misdemeanor and felony cases. There is a backlog of 500 felony cases and 239 misdemeanor cases now on court calendars," he said.

Gerhard deplored the lack of cooperation by citizens who report a crime and then don't want to testify in court.

'People Must Help'

"People want law and order, but they don't want to help us to restore it," said Gerhard. "New laws are not going to help unless the people want to help."

Supervisor-elect Dianne Feinstein asked the committee to invesitgate the possibility of zoning questionable business places out of Market Street and into an area where they can be controlled.

She also requested the committee to revive a proposal to establish a detoxification center for the treatment of alcoholics.

Letters to Panel

The committee received letters demanding cleanup action from the San Francisco Hotel Association and a number of other organizations and individuals, among them financier Louis R. Lurie.

Bernard Averbuch, executive director of the Market Street Development Project, a group composed of merchants and property owners, said his organization has discovered that police jurisdiction is split three ways downtown.

Resolution Urged

The Southern Station patrols the south side of Market Street, the Central Station the north side and the Traffic Bureau "occupies the middle," he said.

Market Street, Averbuch contended, will attract more and more undesirables unless something is done before the street's $24.5 million beautification program begins.

Blake urged the committee to adopt a resolution declaring it to be City policy to outlaw arcades, nude movies, pinball machines and peddlers of pornography from Market Street.

Supervisors Terry Francois and Robert Gonzales accepted the suggestion. They also requested the City Planning Department to look into the possibility of new zoning ordinances for Market Street.

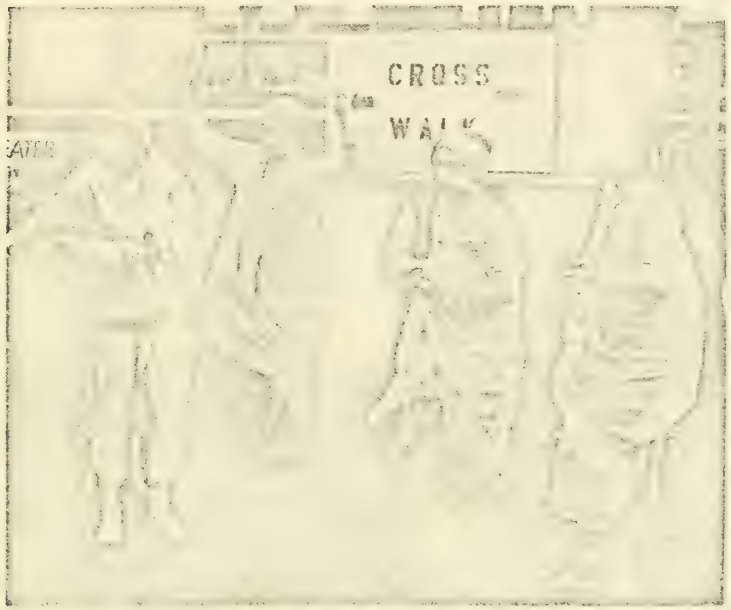
Suggestions Asked

The District Attorney's office and the Police Department were asked to suggest new legislation needed to cope with the situation.

Acting on Mrs. Feinstein's suggestion, the supervisors asked the Health Department about plans for a treatment center for alcoholics.

When all the answers are in, a resolution will be drafted and presented to the board.

Krishna Monks Chant —'Finding Way to God'



"CHANTING . . . IT IS OUR LIFE AND OUR SOUL"
Taking to the streets in their robes is vitally important to monks
—Examiner Photo

By Dexter Waugh

The brass kartals fell silent and the seven Krishna monks closed their chant. One of them stepped forward and explained the meaning of the mantra and the meaning of Krishna to the crowd outside Woolworth's at Market and Powell.

"I do not feel we are offending anyone by our chanting in the streets," the young man in the thin, peach-colored robe said, his hands blossoming outward peacefully. "We feel it is very pleasant."

Donations

The small crowd of people under the eave of the old dime store didn't act offended. The monks resumed clanging their cymbals and chanting their mantra: Hare Krishna, Hare Krishna, Krishna Krishna, Hare Hare, Hare Rama, Hare Rama, Rama Rama, Hare Hare.

Another monk passed among the throng cradling a wood bowl, handing out small orange cards and accepting donations.

A young woman wended her way through the thick of the shoppers, her face chilly. "They make me sick," she said over her shoulder to a companion.

Seven of the members of the International Society for Krishna Consciousness were busted recently for disturbing the peace and obstructing traffic in front of the Geary Theater, where they were chanting and passing out incense to patrons exiting from a performance of "Hair."

Not Ready

"Hair, the tribal love rock musical," usually has the effect of warming up the audience for the real world outside, where you sometimes see Krishna monks with shaved heads dancing in peach bathrobes and tennis shoes, but people are not always ready for the real world.

The monks are apprehensive about the threat of future arrests, but do not see any way to avoid them.

"Our spiritual master (Swami A. C. Bhaktivedanta, who brought the Krishna movement to this country) has said we cannot curtail our practices," said Madhudvisa-Das, commander of the local Krishna temple.

"We must continue our chanting, it is our life and our soul," said the 22 year old monk, one of the seven arrested. "People are not going to like it, but many times I don't like it when people blow grass smoke in my face, and many people didn't like the Salvation Army when they came on the streets."

Satisfied

Das, whose real name is Michael Morrissey, has been involved with Krishna since the early days of the temple's founding here two years ago. He attended college in Boston, came out here while studying various yoga practices and dsicovered the Krishna movement.

"It's been very satisfying," he reported.

All it takes to become a monk is a "sincere heart and a willingness to serve God," according to Madhudvisa-Das. Also a willingness to drink no intoxicants, take no drugs, eat no meat, fish or eggs, and, if unmarried, happily embrace celibacy.

The 35 monks who live at the temples here and in Berkeley arise between 4 and 5 a.m., bathe and apply telok, the sacred clay, to their bodies. Chanting, scripture readings, and then breakfast of fruit and milk follow.

All food that is eaten is first offered to God, and is called prasadam. The morning duties—cleaning the temple, cooking begin after breakfast, around 9 a.m.

At noon there is more prasadam, and in the afternoon everyone tries to get out into the streets for more chanting. Services are conducted at the temples on Mondays, Wednesdays and Fridays from 7 p.m. to 9 p.m. Then it's back out to the streets, where the people are, and the day rarely ends before midnight.

"I am living with the most pure people on the planet," said Madhudvisa-Das. "It's an honor to be in the same room with these people. We don't want cars, we don't want beautiful clothes, we don't even want recognition for ourselves—we simply want to share with people what we have been given by our spiritual leader.

"Actually, we were all very frustrated by our attempts to reach God, and we feel some happiness now."

Chanting

The chanting by the monks, a form of yoga called bhakti, is the Krishna way of finding the Godhead. Nearly 500 years ago an Indian mystic, Chaitanya, discovered the intoxication of giving oneself up to the rhythmic chanting over and over of God's name.

Bhakti, which means self-sacrificing personal devotion, "brings together meditation, contemplation, worship and action into one life style," said Madhudvisa-Das. "It is giving everything you have to God."

Chaitanya never set down any authoritative writings on theology, but his example of intense religious devotion was the source of the Krishna movement.

As the local monks become more devoted, they take more often to the streets, chanting their way into the consciousness of the crowds.

October 17, 1969

Louis Lurie
300 Montgomery St.
San Francisco, Ca. 94104

Dear Lou:

Score one for our side.

Captain Don Scott and I visited the temple of the Krishna Society, which is those kids with painted faces, shaven heads, bare feet and Buddhist robes who bang on the drums and hand cymbals. We spoke with the chief monk, Madhudvisa Das, (alias Michael Morrissey of Boston) and he has agreed to stay away from Geary Street and Union Square.

We also laid down some ground rules for Market Street and we will see if they keep their agreement.

We were supposed to take off our shoes when we entered the temple, but he allowed us to be an exception. The chief monk was bright enough and cited freedom of religion and how priests and rabbis also solicit funds.

I cited Lou Lurie's comments in rebuttal!

Sincerely,

Bernard Averbuch
Executive Director

BA/cw

San Francisco Chronicle ☆☆☆ Mon., Dec. 22, 1969

Incense Gets Monks Into Trouble Here

Seven Krishna monks were in jail yesterday accused of thrusting glowing incense into the faces of theater-goers Saturday night.

The monks were arrested in front of the Geary theater, as people were leaving the first showing of "Hair," and charged with disturbing the peace and obstructing the sidewalk.

The seven—plus one juvenile sent to the Youth Guidance Center and released—have denied the charges. Spokesmen for the International Society for Krishna Consciousness, 518 Frederick street, said it was the first time such arrests have been made.

Police Sergeant Thomas Childs said the group "shoved burning incense" into the faces of patrons leaving the show and demanded money from them.

He also charged the group grabbed the arms of passers-by and were "literally blocking the entrances" to both the Geary and the next-door Curran theater.

The seven still being held on $690 bail were: Michael F. Murkisey, 22; James Wickmann, 35; Robert Ross, 19; Mark McKenzie, 19; James Kohr, 30; and Herb Bressack, 27, all of 518 Frederick street; and John Keeling, 19, 2562 California street.

MEMO: Krishna Buddhists

RE: Police Problem

Officer Ed Castiglioni of Central Station visited the Krishna Buddhist group at Powell and Market Streets at 3:00 p.m. on Tuesday 17 March 1970.

Officer Castiglioni reported 11 of the Buddhist were present chanting and playing instruments that a crowd was attracted that blocked the entrance of Woolworths, and that several Buddhist were walking around soliciting.

The chief monk (Michael Morrissey) saw Officer Castiglioni taking pictures and then came over to speak to him.

Officer Castiglioni reminded Morrissey of the meeting with Captain Joseph Flynn, Bernard Averbuch and himself at the Kishna Temple. At this meeting, Castiglioni reminded Morrissey, the cooperation of the Buddhist was asked in not having an excessive number of Buddhist present to block the sidewalk, and not to stay in one location over a half hour, or hour, because of the noise factor.

Castiglioni reminded Morrissey that he had agreed to cooperate and his lack of cooperation was only making it difficult for other religious groups, as well as merchants and passers-by.

Morrissey once again agreed to have the Buddhists cooperate.

# # # #

The Krishna Monks

THE SAN [illegible] monks, whose [illegible] proved Powell street [illegible] bours, cymbals, [illegible] chanting, has now taken [illegible] corner of Powell and Market streets and thereby created something of a delicate problem.

Merchants in the area freely concede that the shaven-headed, peach-robed monks are a novelty and perhaps a [illegible] and residents, who accept their samples of incense and, with or without donating, [illegible] business. But for [illegible] corner, the novelty quickly [illegible] and thence to nuisance. They have asked the monks to [illegible] somewhere [illegible] and they have reinforced their request by bringing Captain Joseph Flynn of Central Police [illegible].

THE HEAD MONK, [illegible] to be an avatar of one [illegible] has thus far stood firm on [illegible] and constitutional grounds. He says the constant cymbal thumping and chanting is [illegible], a form of yoga by which a monk acquires merit, and he says the monks need this [illegible] alms, because that's [illegible].

The committee [illegible] which is negotiating, [illegible] will continue [illegible] the problem." We urge the Madhudvisa to listen to them with compassion, and to take the [illegible] elsewhere — at least while the rival evangelical enterprises at the corner are in [illegible].

MARKET STREET [illegible]
870 MARKET STREET, ROOM 470
SAN FRANCISCO, CALIFORNIA 94102

12 February 1970

Dear Lou:

The Buddhists of the Krishna Temple, those fellows with the shaven heads, flowing robes and incense, have been increasing their noise levels and activity at the Geary Theatre and at Powell and Market Streets.

I got in touch with the new commander of Central Station, Captain Joseph Flynn, and we have an appointment with the Head Monk (Madhudvisa Das) to make known our complaints.

Please say a prayer for me in your Jewish Synagogue--as I enter the Buddhist Temple.

Sincerely,

Bernard Averbuch

Louis R. Lurie
300 Montgomery street
San Francisco, CA 94104

Hare, Hare

Those Chanting Krishna Monks

By Lester Kinsolving

On street corners and college campuses in major cities from Boston to Honolulu, groups of young men and women, the former dressed in peach-colored sheets, with their heads shaven, are attracting considerable attention as they dance and endlessly chant:

"Hare Krishna, Hare Krishna, Krishna Krishna, Hare Hare, Hare Rama, Hare Rama, Rama Rama Hare Hare."

Their organization, the International Society For Krishna Consciousness requires this constant chanting; as well as their total abstention from eggs, meat, tobacco, beverage alcohol, coffee, tea, gambling or any sexual activity — except marital, and that only for purposes of procreation. (Moreover, they cannot remain in good standing if they marry anyone outside the cult.)

FOUNDING

This movement was established, according to its publication "Back To The Godhead," in 1966; by "His Divine Grace, A. C. Bhaktivedanta Swami who came from India on the order of his Spiritual Master, to preach the love of God to the people of the West."

His Divine Grace's Spiritual Leader, the magazine reveals, was "Srila Bhaktisiddhanta Sarawast Goswami Maharj'" who was (prior to "His Disappearance Day from this mortal world") "highly regarded throughout India. For during his lifetime, he founded hundreds of centers in all parts of the country, and had literally thousands of followers."

UC LEADER

On the University of California campus in Berkeley, the current leader of the newly acquired house that is the Krishna Consciousness Temple is a young man identified only as "Bahulazza Das."

Das was asked: "Who in India knows anything about your movement?"

"Many people," he replied, assuredly.

"Does this include the government of India?"

"Yeah sure," he answered.

But in San Francisco, K. Raghunath, the Indian Consulate's Information Officer, commented:

"You don't see any Indians in that group, do you? This is a United States organization. There are various sects with something like this — but it doesn't exist in India."

CHANTING

Das, a decidedly Occidental-looking young man who disclosed that he once attended C. W. Post University in New York State, explained that he has been chanting for nearly two years. "We try to chant 24 hours a day."

When you say Krishna's name anywhere, he actually becomes present in that sound vibration.

Whether Krishna is absent or displeased unless he is summoned and adored by the repetitious lung power of his devotees was not explained by Das. Nor is any such earthly logic necessary, because in the United States almost anything claiming to be oriental and mystic will sell — witness the Beatles' friend, the Maharishi.

L.A. GROUP

This fact of life — particularly Southern California life — was well perceived by another Krishna: a barefooted "Reincarnation of Adam" and "The Messiah," who, in 1949, established his own colony, "The Fountain of The World," in Los Angeles' San Fernando Valley.

Krishna Venta's colony thrived — until 1958 — when he made the mistake of issuing a Messianic order that all of the colony's wives were henceforth to "cleave only to him."

Two of his male disciples strongly resented their spouses being so recruited — even to a Messianic harem. They manifested their displeasure with 20 sticks of dynamite, dispatching themselves and Krishna into an instant Nirvana. Only the Messiah's false teeth survived the explosion.

Police records disclosed that this mystical Indian name was only one of four aliases used by Adam Reincarnate. Further: his rap sheet included seven convictions in five States: petty larceny, petty theft, vagrancy, burglary, sending threatening letters to the President of the United States, bad checks, non-payment of alimony and violation of the Mann Act.

Fri., Jan. 15, 1971 ☆☆☆ S.F. Examiner

Hare Krishna Cult Silenced--by Cops

Were there cheers — carefully modulated, of course — from the Silent Majority yesterday afternoon when police hushed up 18 members of a Noisy Minority known as Hare Krishna?

Yes, says Police Sgt. Thomas L. Stack.

The be-robed, shaven-headed devotees of the Indian religious cult were arrested on charges of obstructing public sidewalks and disturbing the peace.

The Hare Krishnas are familiar to San Franciscans for their seemingly endless chiming of cymbals, banging of drums and chanting of "Hare Krishna, Hare Krishna" etc., etc., etc.

Reporting

In his three-page report of the incident, Sgt. Stack of Central Police Station indulged in a bit of ungrammatical but interpretive reporting.

"There have been numerous complaints from the business establishments in the (downtown) area . . . While making the arrests of this group, the Silent Majority, who remain unnamed, of which there were many who approved of the action taken by the officers — feeling the arrest was long overdue."

Locations

The arrests were made at Powell and Market Streets near the Woolworth Store, at Union Square and in front of I. Magnin's on Geary.

The three locations are favorite haunts of the cultists. Thirteen men and five women were booked. There are about 70 members of the cult in the Bay Area.

Police also confiscated an assortment of religious accoutrements, including an Indian drum with chimes, a bunch of "spiritual sticks" and three wooden begging bowls.

Hare Krishna Chanters Get Probation Here

Eighteen Hare Krishna chanters were given suspended sentences here yesterday for disturbing the peace of what the police report called "the Silent Majority."

Appearing before Municipal Court Judge Charles Egan Goff, the 13 men and five women pleaded no contest to charges on Thursday of obstructing downtown streets and chanting and beating their gongs too loudly.

The Krishna devotees, a familiar San Francisco sight as they hand out incense and collect donations, were given ten-day suspended sentences and placed on probation for six months.

Perhaps because of the rain or the court decision, the cymbal-clanging, saffron-robed followers were noticeably absent yesterday from their usual haunts near Union Square, Geary and Stockton streets and Powell near Market.

In a colorful report on the arrests at the three locations, Sergeant Thomas L. Stack of Central Station said the police action followed "numerous complaints from the business establishments in the area."

"While making the arrests of the group," the report said, "the Silent Majority, who remain unnamed, of which there were many who approved of the action taken by the officers — feeling the arrest was long overdue."

Explaining the statement, Sergeant Stack told The Chronicle there were bystanders — presumably members of the Silent Majority — who actually cheered the arrests and exclaimed, 'Thank God!' "

In the action, police confiscated an assortment of religious paraphernalia, including three wooden bowls, an Indian drum with chimes and a "box of miscellaneous spiritual sticks."

There are an estimated 200 to 250 Krishna followers who live in Bay Area apartment communes and in temple dormitories here and in Berkeley.

Tues., Jan. 25, 1972 ★ San Francisco Chronicle

The Holy Steamroller

my name is Aaron

I WAS WALKING up Powell street in San Francisco, enjoying the usual bedlam of sights and sounds. Although people were pushing me and stepping on my feet forcing me to stop every so often and yank this shoe or that shoe back on, I didn't mind.

Little people in your hurries, full of your important worries, you can clobber me all you want, but nobody can keep my spirits from soaring today. That's what I thought, anyway.

All of a sudden, about 40 yards ahead appeared a group of Hindu priests jogging and chanting, two abreast, straight toward me. All but a dab of hair on top shaved off their heads, symbolic candles in their hands, their faces scarier than faces of robbers wearing nylon-stocking masks, their robes jouncing this way and that, they jogged toward me chanting, "Hare Krishna, Hare Krishna, Hare Krishna."

And they weren't moving out of the way for anybody. People were moving out of their way, stepping fast off the sidewalk into the street, where they got yelled at by drivers, or flattening themselves against walls, against store fronts, almost breaking the windows.

Me, I just stood there with my mouth open, hardly believing my eyes. Here were all these supposedly holy people, not helping old ladies across the street, not flogging one another in an ecstasy of mortification, but making themselves into a steamroller rolling out of control down Powell.

I didn't know whether to stand there and slug the first priest who got close to me or run for cover like everybody else.

At the last possible moment my most cowardly instincts prevailed and I did neither. Instead, I actually tried to ingratiate myself with the steamroller by spinning about, running down the street in front of it, and even taking up the chant more fervently than anybody else.

ere I ran, looking more .e the priests' leader than their next victim, and not even knowing if what I was chanting was a curse or a blessing. If it was a curse, I prayed that it would fall on them. If it was a blessing, I prayed that it would fall on me.

It must have been neither a curse nor a blessing, but a plea for courage, because at the corner of Powell and Market streets, I'm thankful to say, I overcame my cowardice. Suddenly I stopped, asked myself what the hell I was running for, told myself to be a man, and turned about with my fists cocked to slug the first priest who came near me.

Luckily for all of us, maybe, the holy steamroller veered off down Market street, never colliding with my John L. Sullivan pose.

San Francisco, what's happening? Getting pushed and stepped on by your worldly people, I expect. But nearly becoming a hit-and-run victim of your unworldly people, I shudder even to remember.

Sweet city, what ails thee?

—*Aaron Sussman*

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

6 June 1972

MEMO: KRISHNA MONKS

Recently, the activities of the Krishna Monks at Powell and Market Streets have brought some complaints. This included the noise problem and a pedestrian problem as the Krishna Monks have taken to sitting on the sidewalk to display and distribute their materials.

I then visited the Krishna Temple on Valencia Street to discuss the problem with the chief monk, Kesheva Das.

He explained he had been away on a trip to London and had only just returned. In his absence there had been a lack of communication with some new members and a group from Berkeley who also were at that location.

Kesheva Das agreed to improve the situation and promised to continually advise his people on the request for cooperation.

Bernard Averbuch
Executive Director

CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF PUBLIC WORKS

BUREAU
OF
BUILDING INSPECTION

November 28, 1972

RM. 207, 450 McALLISTER
SAN FRANCISCO
CALIFORNIA 94102

1412 Market Street
Complaint No. 10990

Robert F. Begley, President
Central San Francisco Association
50 Ninth Street
San Francisco, Ca. 94103

Dear Mr. Begley:

In reply to your letter dated November 10, 1972, regarding status of property listed as 1412 Market Street, please be advised said structure was condemned and recorded October 28, 1972.

This complaint has been forwarded to the City Attorney for appropriate action. A copy of your letter will be forwarded.

Thank you for your public interest.

Very truly yours,

William A Kastin
for Alfred Goldberg, Superintendent
Bureau of Building Inspection

E WASHINGTON POST
esday, May 19, 1970

Krishna Consciousness: Chants for 'Absolute Bliss'

By William C. MacKaye

"Hare Krishna, Hare Krishna, Krishna Krishna," chant two shaven-head, saffron-robed men in front of American University's Mary Graydon Center.

Students stroll past or sprawl on the grass, paying little attention.

"By chant we can spiritualize the atmosphere," explains Dinadayadri Dasi, who was trying to sell sandlewood-scented incense and literature about the Hare Krishna movement.

Takers are few, and the 18-year-old, sari-clad girl speculates that the student strike has generated an especially heavy atmosphere of "maya." Maya—the illusion that the physical world reported by the senses is [illegible] and potentially satisfying—offers the same kind of challenge to the Krishna devotee that sin offers to the revival preacher.

"Krishna," to the devotees, is the name of God in His highest manifestation. Chanting His name and attributes drives away maya and is the source of absolute bliss.

Dinadayadri wears a gold ring through her left nostril. The ring is attached by a fine gold chain to a companion ring in the top of her ear. She might be taken as a religious woman of India, but, her American origins are betrayed by her long golden hair and milky blue eyes.

She has been a devotee of Krishna consciousness and dedicated to singing the name of God—the Hare Krishna chant—for about five months.

Before that as she tells her story, she was known as Jeanne Clausen and lived in a commune near Ann Arbor, Mich.

"We thought we were having religious experiences. We were being misled by false rascals, people like Timothy Leary."

Until last June she lived with her parents and was a high school student in Ferndale, Mich., a suburb of Detroit. But from the age of 15, she was, she says, a user of soft drugs, principally LSD and grass (marijuana).

"They were a big illusion. I thought they would give me self-realization."

"I was a wandering soul looking for absolute truth."

That sense of wandering is past for Dinadayadri now, she believes. Her days—and her future—are planned in detail.

Dinadayadri's spiritual master, inspirer of the entire International Society of Krishna Consciousness, is a 75-year-old Indian religious teacher known as His Divine Grace, A.C. Bhaktivedanta Swami. The swami, "Prabhupada" as his followers affectionately call him, now lives in a $250,000 former Methodist church in Los Angeles, surrounded by 75 devotees including two who wait upon him constantly.

The swami may be full of years, but most of his followers in Los Angeles, in the Washington temple at 2015 Q St. NW and in the 20 other temples throughout the United States are youthful. Few of the 500 full initates are over 30 and many are in their teens. A similar youthfulness prevails among the hundreds more who have a more casual relationship with the society, inquirers, temple worshippers and part-time chanters.

For some searching young people, Krishna consciousness clearly offers satisfying answers.

Five years ago what is now a flourishing movement was only a hope in the heart of Swami Bhaktivedanta, who arrived in New York from India convinced that he was called to introduce Westerners to the bliss of chanting.

According to Gargamuni Das, 22, secretary and chief executive of the Los Angeles temple, and one of the swami's earliest followers, the swami began his American mission by circulating in fashionable East Side society.

But a taste of life as an "uptown swami" convinced Bhaktivedanta that it was not for him.

He believed that a proper understanding of spiritual ascetism called for men to be shaved on scalp, cheek and chin, and he was offended by the beards and flowing locks of the uptown swamis.

He saw that some accepted cocktails and smoked cigarettes, and was sure that people who live properly-regulated lives abstain not only from tobacco and alcohol but also from drugs, meat, fish, eggs and sexual intercourse (excipt for the procreation of children).

He took his dream to the East Village, where the hip explosion was just beginning and opened the first temple of the International Society for Krishna Consciousness in 1966.

At the temple, Gargamuni, then a young Jewish dropout from Mesa College, Grand Junction, Colo., met the swami. Gargamuni's brother, Brahmananda Das, now 27 and chief of the movement's publications division in Boston, also came to the movement in those early months.

So did Damodar Das, 29, who heads the Washington temple.

(All devotees take one of the divine names as their own, following it with the suffix "Das" or "Dasi," meaning "servant of" or "handmaiden of."

Gargamuni, recently explained some of his reasons for accepting the Hare Krishna way.

Four days at Mesa College, he said, convinced him that "colleges are actually slaughter houses. Pictures of nude women dangle everywhere, and an atmosphere of sexuality covers the scene."

Gargamuni regards Judaism as the height of hypocrisy: "They sing God's name in one room and get drunk in the next."

But he is equally scornful of most other conventional American, social institutions. He dismissed churches as a front for business and an illusory haven for the old. He declared that "the whole society is made up of cheaters," and he argued that most people have organized their lives around a meaningless search for transitory sex pleasure.

"Do you realize that you are composed of 90 per cent mucus and 10 per cent stool and urine? That's all sex pleasure is —mucus, stool and urine," he said.

Marriage, however, is permitted for male devotees who are unable to submit to celibacy. It is required for woman initiates like Dinadayadri, whose chief task now is to wait upon the husband the movement has given her, Nara Narayan Das, 26.

"A woman's only purpose is to serve her husband," Dinadayadri said calmly.

"Women have been conditioned to think they are equal to men, but living entities that take a female body are always inferior to those that take a male body."

"I am like a cow. But it is very nice thing to be lled a cow, because they e holy and Krishna loves em."

The movement operates a 00 acre farm called New ...ban 10 miles outside ...ing, W. Va., to which evotees' children are sent hen they are six.

"It helps to diminish the amily attachment between arents and children," Garamuni said. At New Vrinaban devotees tend dairy attle and grow what he described as "nice food stuffs."

"Nice" and "blissful" are constantly upon the lips of devotees.

Damodar described the saffron dhoti, or long loin cloth, he wears as "very comfortable, very nice."

Dinadayadri said that since she has begun to chant, she has built up a "very nice relationship" with her parents.

"They go to the temple in Detroit," she said. "Every time I talk to them, the more blissful they are."

She now is hoping that her parents will give her pearls to adorn her nose ring, which she wears, she said, "to please the senses of Krishna."

She auded : "My parents by serving me are serving God."

For other devotees, however, attachment to Krishna means estrangement from their families. Damodar said that he corresponds frequently with his mother (his father died last year). But his mother still finds it painful to address him by a name that differs from the one she gave him, Daniel Clark.

He was married and a young film-maker in New York in 1967 when his eye was caught by an advertisement that Swami Bhaktivedanta would be chanting in New York's Tompkins Square.

"I took it up immediately, the experience was so ecstatic," he said. "It brought about immediate contact with God intoxicating bliss."

It also brought about separation from his wife, who still lives in New York and concerns herself with politics and art. Damodar has dedicated himself to celibact.

Milton McSween, 25, who lives at the Washington temple and wears Indian garb and a shaved head though he is not yet initiated, also broke with his wife over Krishna consciousness.

"She hates the whole idea," he said.

McSween, one of the few Negroes in the movement, spent two years at Antioch College and three years in the Marines before bginning the religious quest that led him to the movement.

"People in this age need more help than Christianity is giving them," he said.

His search led him to experimentation with drugs, to the Bhagavad Gita, one of the classic Indian scriptures, and finally to the Hare Krishna movement.

(Swami Bhaktivedanta is the translator of "The Bhagavad Gita As It Is," a paperback published by Collier-Macmillan, one of the most accessible English versions of the Gita.)

California, and particularly Los Angeles, is the major recruiting area for new devotees, according to Gargamuni.

Many of those who come, he said, have been travelling through the San Francisco hippie scene, now virtually extinct; through the mountain scene in New Mexico, where they lived "on hog farms like animals in human form," and finally arriving, zonked out on drugs in Southern California, the end of the road these days.

"The other day we took in two people who had been living in caves in Laguna Beach," he said.

Under the rules of the Los Angeles temple, a wanderer is free to live in the community for as long as six months.

The San Francisco temple, in the heart of the Haight-Ashbury district, serves a free, though vegetarian, lunch every day.

This hospitality wins the Hare Krishna devotees a nod of approval from observers who might otherwise be critics.

The Rev. Richard York, pastor of the Berkeley Free Church in California and veteran minister to "street people," holds the Hare Krishna devoteees in much greater esteem than his fellow Christians of the fundamentalist commune and coffee house.

"The Hare Krishnas at least have the monastic tradition of hospitality.," he said. "All the 'Jesus Freaks' want to do is save your soul."

The financial base of the movement is unclear. The devotees depend considerably on their street begging and publications and incense sales.

Their incense and other fragances, which they import from India and put in to commercial form, are also for sale in some stores under the "Spiritual Sky" label.

Sandlewood is a favorite fragrance among most devotees, and an approaching chanting party can often be detected not only by the sound of music but by also by the scent of sandlewood.

But the movement also enjoys some heavy contributors, according to Gargamuni, most notably Beatle George Harrison, who has six devotees living and chanting on his estate in Devon.

One of the movement's most honored items of merchandise is a record of the chanting of the devotees of the London temple that was issued under the Beatles' on Apple label. The Hare Krishna devotees follow an intense life. In Los Angeles they limit themselves to five hours' sleep a night and spend the morning in housekeeping and temple ceremonies.

At noon or thereabouts, they set out for up to 12 hours of chanting and dancing on the streets, frequently on Hollywood Boulevard.

A similar schedule is followed by the Washington devotees. But if any devotee is bored by the endless repetition of the Hare Krishna chant, he does not speak of it.

"Through chanting," said Damodar, "love will emerge."

"Singing and dancing," said Gargamuni," spread love and peace. It is better than the peace movement, which is spreading only conflict."

Hearing about God and chanting His name, writes Swami Bhaktivedanta, "will cleanse your heart of the dust which has accumulated for so many lifetimes, and you will see things very clearly.

"This chanting of the Holy Name of God and hearing the truths of the (Bhagarad) Gita is a good as bodily association with Krishna."

Damodar said: "We are not arguing, we are simply showing people on the street what Krishna consciousness is all about.

"It is not a sectarian process. If you don't like Krishna, chant some other name."

But then he added firmly: "Hare Krishna is much more powerful than any other form of the name of God."

Fight Looms Over Tree Choice

By Donald Canter
Urban Affairs Writer

A beef as big as a sycamore tree is brewing over The City's decision to adorn the sidewalks along Market Street with 500 trees — sycamores.

Warnings that the notoriously large leaves of the shade trees will pose a major and extremely costly street cleaning problem were aired to The Examiner by several experts.

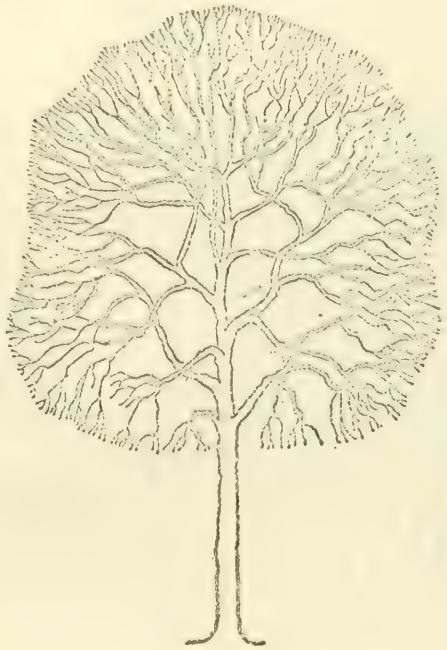
One widely respected tree expert also expressed serious doubt whether the sycamore, popular in many Eastern cities and in the Midwest, is the right thing to plant in San Francisco.

"The sycamore is a dirty tree and messy, too," said Prof. Harry Nelson, head of the horticulture department of City College.

$225 Each

Brian Fewer, head of The City's street tree planting program is also unhappy about the choice of the trees which are supposed to help transform Market Street into a Champs Elysees with the aid of a $24.5 million beautification bond issue approved by the voters. The trees cost $225 apiece.

"Sycamores drop their leaves from August through January. That will be a giant maintenance problem. We



THE SYCAMORE IS MARKET STREET SELECTION
Is it the "right choice" or just a "dirty tree"?

flowering eucalyptus and something popularly known as the maidenhair tree, say it's the best choice of them all.

One of their reasons for selecting the sycamore is that its sizeable height (it grows quickly to 40 feet with a spread of 30 feet) fits in with the grand scale of Market Street.

Another consideration was that while the sycamore will shield pedestrians from the sun in summertime, it will let plenty of sunlight through in winter when its branches are entirely bare.

Felder said he isn't so sure San Franciscans want to be cut off from the sun in the summer and they may not like the sight of completely leafless trees in the winter, either.

"I, for one, would have preferred evergreen trees on Market Street with a ribbon of green all over no matter what month," he said.

Jack Barron, director of the Market Street task force said that businessmen liked the sycamore especially because its branches, starting at about 12 feet from the base of the trunk, won't obscure their store fronts.

"The stores don't like to lose their identity," he said.

The consultants have told the businessmen that with "selective" pruning, the Market Street sycamore won't look as bushy as everyone knows a sycamore can look.

Falling Leaves

Though conceding that the sycamore is susceptible to blight, the consultants feel this can be rather "easily" controlled with periodic spraying and through the installation of an automatic irrigation system all the way from the freeway overpass to the Ferry Building.

They brushed off the problem of the falling leaves with these words:

"All trees shed their leaves. It is impossible to have a tree planting without falling leaves."

Noting that "from time immemorial" the sycamore has been one of the favorite street trees in the temperate regions of Europe, they concluded:

"It would appear to be eminently suited for use on Market Street."

Nelson's unimpressed reaction:

"They picked the wrong tree."

Nice Tree, but Not for Market

Chronicle
March 24, 1969

AMONG ARBORISTS who know San Francisco best, the lopsided consensus holds that the sycamore is a nice enough tree in its place, but its place is not on downtown Market street.

It is their complaint that the sycamore incontinently drops large and leathery leaves, and slippery burrs, which may not be unseemly on the banks of the Wabash, but would create a horrendous and expensive street-cleaning problem on this city's main stem together with a clear and present danger for even the most sure-footed shopper, especially when conditions were wet underfoot.

Their adverse testimony followed fast upon a decision by a committee of downtown merchants to plant sycamores, and sycamores only — 500 of them at an estimated $225 each — in the Market-street beautification program, for which the voters approved a $24.5 million bond issue.

MANY OF THE EXPERTS doubt that a respectable sycamore would prosper on a high-rise street where strong winds blow and climatic conditions change abruptly from day to day and from block to block. Some spoke of leaf-choked sewers and of store-fronts made impassable by drifts of sycamore litter in the summer time. Others envisioned rain-soaked winter days made doubly bleak by a dismal, street-long reach of naked, forlorn sycamore skeletons.

All agreed that the catalogues list scores of trees far better suited than the sycamore (platanus acerifolia) to San Francisco and Market street. Most of them mentioned "broad leaf evergreens" and quite a few were enthusiastic over the flowering eucalyptus and its seasonal bursts of color which for years have delighted travelers along Bay street.

THE SYCAMORE IS NOT WITHOUT advantages. Its branching begins well up on its trunk and would not obscure store fronts. It is available for transplanting at full growth, as many other trees are not. And it is indisputably attractive when in leaf. Nevertheless, Brian Fewer, director of the city's tree-planting program and an experienced authority on what tree to plant where, says the sycamore is "all wrong" for Market street.

Such emphatic d i s a p p r o v a l from such a source ought not be shrugged off. Since the proposed forestation of Market street cannot begin until BART's subterranean m a n i p u l a t i o n s are through, ample time exists for a re-examination of the project, with due consideration of expert opinions. It should be undertaken, lest a "beautified" Market street find itself, like the poor soul in Othello, "sighing by a sycamore tree."

The Sycamore Rebellion

S.F. Examiner
March 25, 1969

To The Examiner:

For Pete's sake, do something to stop the madmen from planting sycamores along Market Street.

The critics are completely wrong about these trees dropping leaves six inches across from August. They start dropping their giant size leaves before Memorial Day and continue until Christmas. They drop leaves by the thousands. They have blight. They have walnut size fuzzy balls and they drop these things between leaf droppings. They drop dead twigs and assorted branches in stormy weather.

I have lived for 20 years on Bretano Way where the developers planted these horrid trees 60 feet apart in otherwise beautiful Greenbrae.

Nine months of litter you are going to have.

What is the matter with a clean pretty tree untouched by insect, blight and months of leaves dropping: the sweet gum "liquidambar styraciflua"? And the bonus: beautiful red and golden leaves in the fall.

EDW. M. BINGHAM
Greenbrae

One would think the technical advisory committee would have listened to the excellent advice of horticultural experts on their choice of sycamore trees. If they need any further proof of how messy and full of pests the leaves are I can direct them to any number of people who are unhappy with sycamores.

I prefer evergreens. Besides, they can be decorated at Christmas.

. . . I can hardly wait for the first autumn after the first sycamores are planted.

LOUISE HEALEY
Menlo Park

The worst possible choice for Market Street is the sycamore. Attractive barely five months of the year; leafless, butchered and knotty for seven months.

If one wishes to see this arthritic looking knotty blight, just walk or drive down the otherwise beautiful crooked block on Lombard Street between Hyde and Leavenworth.

My vote? An evergreen.

EUNICE CAGWIN
San Francisco

Let us hope that the plantanus acerifolia (sycamore), also known as the London plane tree, for the refurbishment of Market Street will not attract the invading sturnis vulgaris (starling). If it should, then the trees won't even be healthy -- or Market Street either.

TOM MOFFATT
Palo Alto

Chronicle March 21, 1969

Flap Over Trees for Market St.

The city's tree expert is grumbling over the selection of the sycamore tree to landscape Market street.

Plans for the rejuvenated Market street now call for the planting of 500 of the trees. They will cost the city about $225 each, financed by a voter-approved $24.5 million bond issue.

Planting will not start for two or three years when the rapid transit system will hopefully be completed and the Municipal Railway's surface operation is gone.

But Brian Fewer, head of the city's tree planting program, says the sycamore is all wrong for Market street — and San Francisco.

His protest is probably futile: a consulting team of planning experts and businessmen was named, landscape criteria were set, several tree names were submitted and the sycamore won — leaves down, so to speak.

Fewer's complaints are many. He claims he was not consulted on the matter until after the sycamore had been selected.

"The broadleaf evergreen is more native to the area and less susceptible to disease. Planners usually don't use the same tree the full length of a street because a disease or blight could wipe them all out, he said.

Chronicle Aug. 11, 1969

A Bad Tree

Editor — Public discussion of the planned planting of Sycamore trees on Market street came up and was faithfully reported by The Chronicle in the latter part of March. The considerable opposition to this tree choice was made with the hope that public review would be made by the Board of Supervisors before it was settled by committee.

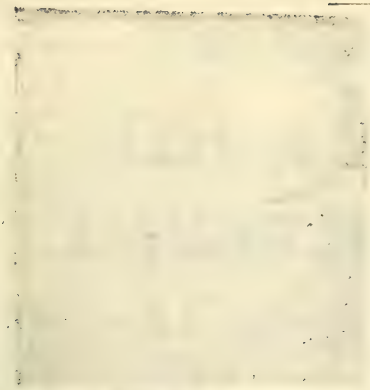
The Sycamore is a "plain" tree in more ways than one; it is dirty with continuing leaf litter, dangerous in both leaf and root growth. It has been primarily considered because of its European background, its being available, cheap and fast growing. If planted, we will get just that — a cheap imitation of Northern Europe with a high maintenance cost and bare of leaves for almost half of the year.

San Francisco has always been known for its leadership in developing new and better things — not following others. We face the Pacific Basin which has many unusual trees, mainly evergreen; trees that would give wonderful flower effect, tonal quality and character of leaf and tree trunks that above everything else would give San Francisco a quality identified with the Pacific Basin.

I back the planting of alternate species to fit the growing space of Market street or Hallidie Plaza. Many new species and varieties can be grown to acceptable planting size. Consider the better small species of flowering and round-leafed Eucalyptus from Australia, the New Zealand Christmas tree, a Ficus or Fig from India or even the famous Gingko (Maiden Hair tree) from China with its fall color of gold leaves which fall all at one time . . .

KEITH L. DAVEY,
President,
International Shade Tree
Conference, Inc.
San Francisco.

Market Street Tree Tiff



THE INDIAN FIG LAUREL
Suggested Market Street alternate

THE FLOWERING EUCALYPTUS
This one's in Van Ness median

By Donald Canter
Urban Affairs Writer

New opposition was voiced today against lining Market Street with 600 sycamore trees, the leafy, bushy giant immortalized by Paul Dresser in his song "Back Home Again in Indiana."

The Emporium department store and the tree expert of the Pacific Gas & Electricity Company are the latest to join the chorus of critics insisting the sycamore is only good for a song.

Walter Kaplan, secretary treasurer of the Emporium, said his company wants no part of the sycamore "because that thing drops leaves most of the year."

Other Problems

PG&E's William Siden said anyone doubting the sycamore does just that should go ask the people of San Lorenzo.

Thousands of sycamore trees were part of the landscaping of the original San Lorenzo Village subdivision. Ten years ago most of them were cut down with PG&E picking up a major part of the tab, because apart from shedding leaves all over, the trees were growing out of control and threatening overhead wiring.

Prof. Harry Nelson, head of the horticulture department of City College, has warned the sycamore's large, gummy leaves will clog up the sewers.

Prevention

The men of a City task force who, together with a team of distinguished consultants, selected the sycamore for Market, say they'll prevent all that with selective pruning and constant vacuuming of the street with special equipment.

That, warned Brian Fewer, head of the City's tree planting program, will cost the taxpayers plenty.

"The maintenance cost will be tremendous," he said.

Besides being expensive, Fewer said the sycamore is particularly disputed for Market Street's windy corners.

Wind-Blown

"Just go look how bad a wind-blown sycamore looks at the Federal Building, where it's also plenty windy," he said

A DOWNTOWN SAN FRANCISCO SYCAMORE
Those leaves—when they fall—mean trouble

Fewer favors the New Zealand Christmas tree (Metrosideros Excelsa) for the Market Street corners and Indian Laurel trees and flowering Eucalyptus for the rest of the street.

The Christmas tree has proven itself in the Sea Cliff district.

The supervisors' Streets Committee, which will hold a special hearing on the sycamore controversy next Thursday, got an eyeful of what the tree might do when businessman Frank Smith IV emptied a bag of dead sycamore leaves on the floor during a board meeting last month

Street Tour

Smith, who's become one of the main leaders in the fight against the sycamore, will take several supervisors on a tour of the City tomorrow to show them how poorly the sycamore compares with other street trees.

"The sycamore is attractive only for half of the year and for the rest it's a miserable, dull, uninteresting, cold tree that's only shedding leaves," Smith said.

The Market Street planners say one advantage of the sycamore is that it lets through plenty of sunlight in winter when it's bare and shields people from the sun in the summer when it has plenty of growth.

Emporium Protests Switch in Plans

A couple of years ago, City officials informed The Emporium that no trees would be planted in front of its store entrance.

Recently, the Emoprium found out there had been a switch of plans of which it was never notified.

The problem: The store has spent a lot of money designing an underground walkway that will connect the mezzanine of the Market Street rapid transit tunnel with The Emporium

As things stand now, the seven foot long roots of the sycamore trees that would be planted in front of the store would end up in the walkway, The Emporium's Walter Kaplan said.

City officials are now revising their plans again.

Still No Decision

Market St. Tree Debate Rages on

By Harry Johanesen
City Hall Writer

The Board of Supervisors Streets and Transportation Committee is groping through a forest today, trying to find the right species of tree to endorse for planting along the "new" Market Street.

The forest enclosed the committee yesterday during a City Hall debate over the official decision to line the coming subway era's Market Street with sycamores of the London Plane variety.

So many other trees were discussed and suggested by a dozen or more witnesses that the committee couldn't see a single one as the right one when the debate ended.

Bewildered

In their bewilderment, committee members William C. Blake, Jack Morrison and James Mailliard took the matter under submission. Then they instructed the Public Works Department to seek more information from cities that use or have used sycamores to adorn their main streets.

Proponents of the deciduous sycamore were led by landscape architect Lawrence Halprin, who produced elaborate charts and diagrams to show why the sycamore had been deemed best by unanimous decisions of the City's Transit Task Force and the Mayor's Street Advisory Committee.

Halprin emphasized that the sycamore was considered best because its leaves would admit filtered sunlight in summer and its bare branches maximum sunlight in winter.

'Drip On People

"Evergreens would hold rain and drip on people all through the winter rainy season," he said. "They would make Market Street unpedestrian. I have no hesitation in recommending the sycamore."

Halprin also stressed that the sycamore is "a proven tree in San Francisco" and said it fits well into the overall design for the future $34 million Market Street.

City officials said they were convinced the sycamore is the right tree. They included Chief Administrative Officer Thomas J. Mellon, Chief Engineer Robert Levy, Planning Director Allen Jacobs and Transit Task Force directors John Anderson and Jack Barron.

Convinced

Mellon said he was against sycamores in the beginning, but became convinced after "many meetings and thorough research."

Jacobs said he was most pleased and satisfied with the sycamore decision.

Conservationist Fred H. Smith IV led the sycamore opponents. He said the desire to convert Market Street into a boulevard rivaling the Champs Elysees was an "instant Paris syndrome."

Smith, president of Citizens for an Evergreen Market Street, denounced the sycamore as messy, subject to diseases, more expensive to maintain. He presented letters from park authorities in other cities where he said people had had "bad experiences" with sycamores.

Smith and Victor Reiter, president of the Pacific Horticultural Association, advocated the evergreen Indian laurel fig tree or the New Zealand Christmas Tree for Market Street.

Peter Bercutt, owner of the Grant Market and former member of the Recreation and Park Commission, also denounced the sycamore. He said the City planted sycamores on Market Street 50 years ago and had to pull them out because the leaves blew into store interiors.

Telling Blow

Mortimer Fleishhacker III, project manager of the Fox Plaza, delivered a telling blow against the sycamore.

"We planted sycamores in front of our Market Street building in 1967," Fleishhacker related. "We had the advice of a fine landscape architect and we had a fine landscape gardener do the planting.

"All the leaves blew off the trees in six months. They never returned and all the trees died. We replaced them with evergreens."

'Expensive'

Dianne Feinstein, candidate for the Board of Supervisors, told the committee the expense of cleaning up sycamore leaves was something to think about in these times of high taxes.

She was referring to the estimate of the Street Cleaning Department that it will cost $25,000 a year to rake the leaves, as compared with $3354 it now costs to sweep Market Street.

Mrs. Feinstein attempted to cross examine City officials on cost figures, but Blake cut her off.

What Is Wrong?

"Just tell us what you think is wrong with sycamores," said Blake. "We'll take it from there."

But just where the supervisors can take the question is somewhat vague. They have no authority to alter the sycamore decision. All they can do is adopt a policy resolution endorsing one tree or another.

valley crest landscape, inc.

LANDSCAPING/ENGINEERING/CONTRACTORS

2525 CONCORD AVENUE • CONCORD, CALIFORNIA 94520 • 687-7474 • 838-4482

February 2, 1970

Market Street Joint Venture
1620 Montgomery Street
San Francisco, CA

Attention: Richard Schadt

Gentlemen:

Your firm has requested our quotation for maintaining about 750 mature trees on a yearly basis. We will list below our program, as well as cost for this service.

Our firm does not see any difference in cost for evergreen or deciduous trees as long as no special pruning requirements are needed. The service would include two feedings, two sprayings, watering as needed, retying, and trimming. Replacement of trees is not included.

The cost, we feel, would be about $50 per tree per year. Newly planted stock would, of course, be somewhat less.

We neither recommend or advise as to what should be used. We only hope to help by submitting an approximate cost of what we feel a tree maintenance program would require.

Very truly yours,

VALLEY CREST LANDSCAPE, INC.

Stephen M. Goodman
Vice President

SMG/mdd

RECEIVED

CAGWIN & DORWARD
LANDSCAPE
CONTRACTORS
TELEPHONE 454-3122
1637 FRANCISCO BLVD., SAN RAFAEL, CALIFORNIA

February 2, 1970

Mr. Richard Schadt
c/o Market Street Joint Venture Architects
1670 Montgomery Street
San Francisco, California

Dear Mr. Schadt:

In answer to your inquiry regarding tree maintenance for your proposed Market Street planting in San Francisco, we would like to offer the following thoughts.

Using a job scope of approximately seven hundred fifty (750) trees ten to twelve years old as a basis for estimating, we arrive at a cost range of $35.00 to $45.00 per tree per year. A breakdown of these figures will quickly show that pruning costs represent the largest part of the cost with spraying, fertilizing and weeding and vandal caused surgery following in the order.

Pruning	$20.00 to $30.00 per tree per year
Spraying	$ 6.00 to $ 9.00 per tree per year
Fertilize & Weed	$ 1.50 to $ 2.50 per tree per year
Contingency for Repair Surgery	$ 2.00 per tree per year

These figures represent a program based upon using the best horticultural practices and methods available on a large project. It might be worth mentioning that pruning costs may be reduced with proper use of Malaeic Hydrazide as a growth inhibitor.

Street trees, whether they are evergreen or deciduous, require so nearly the same care in all phases of maintenance that we do not differentiate between them in cost estimates.

There are two operations not included in the above costs, removal or fallen leaves and watering. Watering, of course, is common cost to all planting and leaf removal is usually by street departments.

If there are any further questions regarding the foregoing, please do not hesitate to contact the undersigned or Mr. Richard Reasoner, Director of Maintenance for Cagwin & Dorward.

Very truly yours,

CAGWIN & DORWARD

Robert L. Crowell

Robert L. Crowell

TF3770

R. C. WINDSOR
Landscape Contractor
1255 POST STREET · ROOM 605
SAN FRANCISCO, CALIF. 94109
PHONE: 775-5335

February 3, 1970

Richard Schatt
Market Street Joint Venture Architects
1620 Montgomery
San Francisco, Calif.

Dear Mr. Schatt:

Regarding the maintenance of 750 specimen Platanus trees for Market Street planting, it is my experience that there is no cost difference in maintaining of deciduous tree and non deciduous tree even though the decidous trees have the advantage of being easier to maintain.

If proper horticultural methods are followed when pruning deciduous trees there is little possiblity of a deciduous tree to be damaged from a wind storm.

The cost of maintenance per tree per year includes the following: Spraying twice a year or as needed
Fertilizing twice a year
Proper pruning once a year.
The cost of such maintenance would be $28.50 per tree.
This does not include watering.

Sincerely yours,

R. C. Windsor

RECEIVED

San Franciscans Split Over Knotty Problem: Which Trees to Plant?

Choice of Deciduous Sycamore Sparks Counterattack by Lovers of the Evergreen

By [illegible] E. Davis
Staff Reporter of THE WALL STREET JOURNAL

SAN FRANCISCO — Thanks to a subway being dug [illegible] this city's most hotly contested [illegible] issued to a contractor is construction equipment, trenches and dirt piles.

To many, a tree is a tree, but much more than beauty is at stake in the battle of the trees. Some [illegible] business property owners, [illegible] subway-spurred strife may often [illegible] [illegible]. San Francisco, however, have pledged $25 million to beautify Market Street into a treelined boulevard to rival the Champs Elysees in Paris once the subway is completed.

The money is in the till via a city-by-bright bond issue. Thus, any controversy should be over. But the big battle is only now brewing between tree lovers and tree lovers. The question: What type of tree to plant?

The equally ardent camps are split between pro-deciduous—trees that shed their leaves—and pro-evergreen. While the beautification isn't scheduled until the early or mid-1970s the trees must be purchased now as seedlings and raised to a good size by the time transplanting comes.

A board [illegible] of city officials, in cooperation with outside consultants, led by nationally known landscape architect Lawrence Halprin, has firmly committed in favor of deciduous and, more specifically, the London plane, a species of sycamore. "We would have picked the American [illegible] because it's American but it's [illegible]," Mr. Halprin apologizes.

"Dressed" Evergreen Parkway

What "sells" deciduous proponents is that selected variety cannot [illegible] by the tree fever in street planting everywhere at the moment. The trees, 750 due to be planted [illegible] a 2.4-mile stretch, had to permit filtered sunlight during the summer and have been trained during the winter to allow the pale winter sun to bathe streets. "We also need a tree that looks different in the winter, in the summer, and in the fall," Mr. Halprin argues.

[illegible] [illegible] but not counts, much to the chagrin of evergreen lovers who are [illegible], rallied by Fred Smith IV, a San Francisco [illegible]. He wants the Board of Supervisors to [illegible] a different change. And to [illegible] [illegible] [illegible]

MAYOR'S ADVISORY COMMITTEE
FOR MARKET STREET RECONSTRUCTION
870 Market Street, Suite 476
San Francisco, California 94102

February 6, 1970

COPY

The Honorable Dianne Fienstein
President
San Francisco Board of Supervisors
City Hall, Civic Center
San Francisco, California

Dear Supervisor Fienstein:

On February 18, 1969 our committee met with the City's Transit Task Force to consider the selection of a type tree to be planted during the rehabilitation of Market Street that was authorized by the citizens as part of a twenty-four million dollar bond issue.

After an in depth discussion of a most comprehensive study by Mr. Lawrence Halprin of the Warnecke - Ciampi joint venture architects employed by the City and after listening to the reasoning of Mr. Alan Jacobs,our Planning Director; Mr. Thomas Mellon, C.A.O.; Mr. Myron Tatarian, Director of Public Works; and Mr. Jack Barron of the Transit Task Force; we endorsed and strongly approved the selection of the London Plain Tree or Sycamore as best suited for Market Street. We communicated our decision to Mayor Alioto on February 18, 1969. He concurred in this tree selection in a personal presentation of a Status Report on Market Street rehabilitation to the Board of Supervisors on August 4, 1969.

The Mayor's Advisory Committee includes executive representation from the Building Owners and Managers Association, Downtown Association of San Francisco, Greater San Francisco Chamber of Commerce, Market Street Development Project, Retail Dry Goods Association, and San Francisco Planning and Urban Renewal.

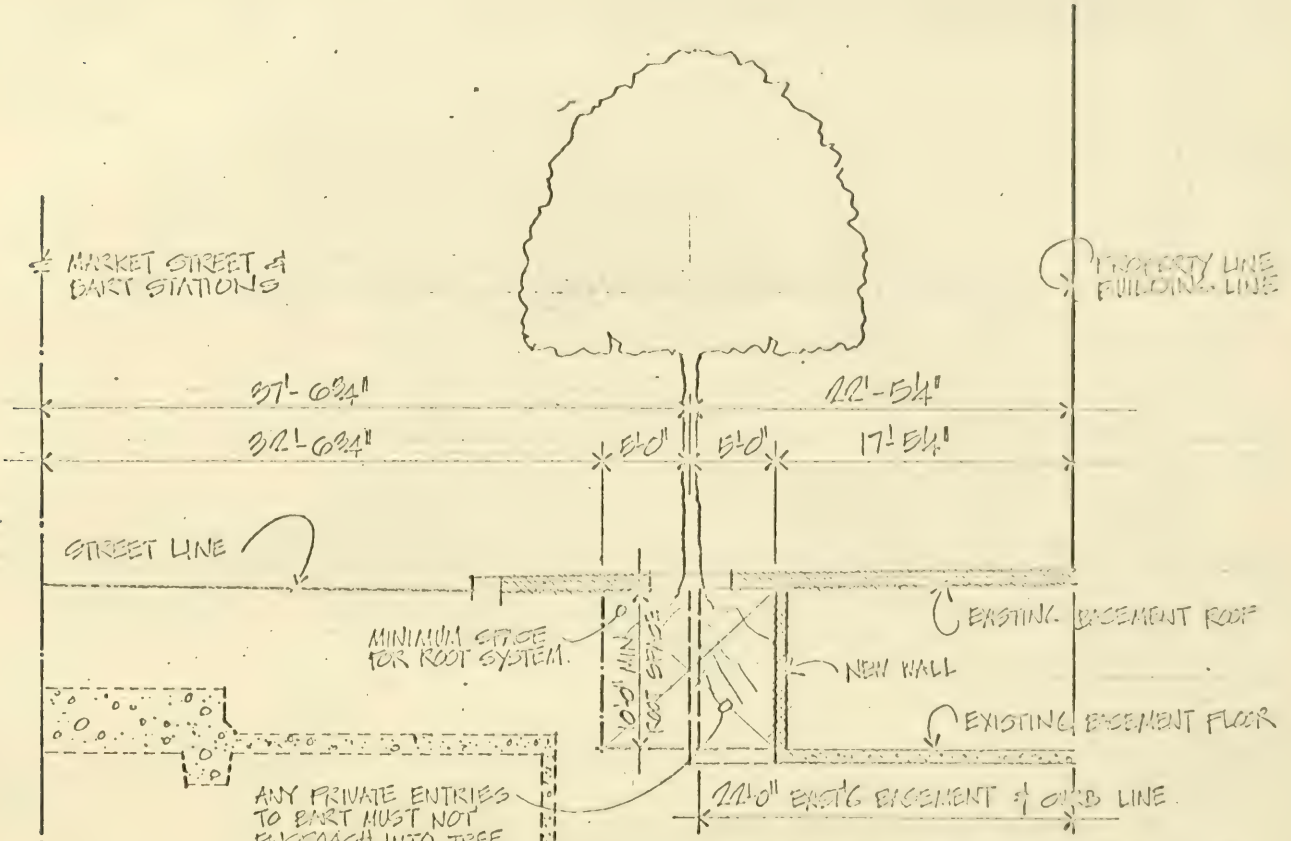
At a joint meeting of our group and the Transit Task Force on February 5, last the matter of committing the citizen's bond issue approved funds to procure trees for Market Street was discussed. The Mayor's Advisory Committee, at that time, reaffirmed its endorsement of the London Plain or Sycamore as best suited for planting on San Francisco's Market Street during that thoroughfare's rehabilitation.

Sincerely,

James W. Coutts

JAMES W. COUTTS, Brig. Gen. (Ret.)
Co-chairman

JWC:st



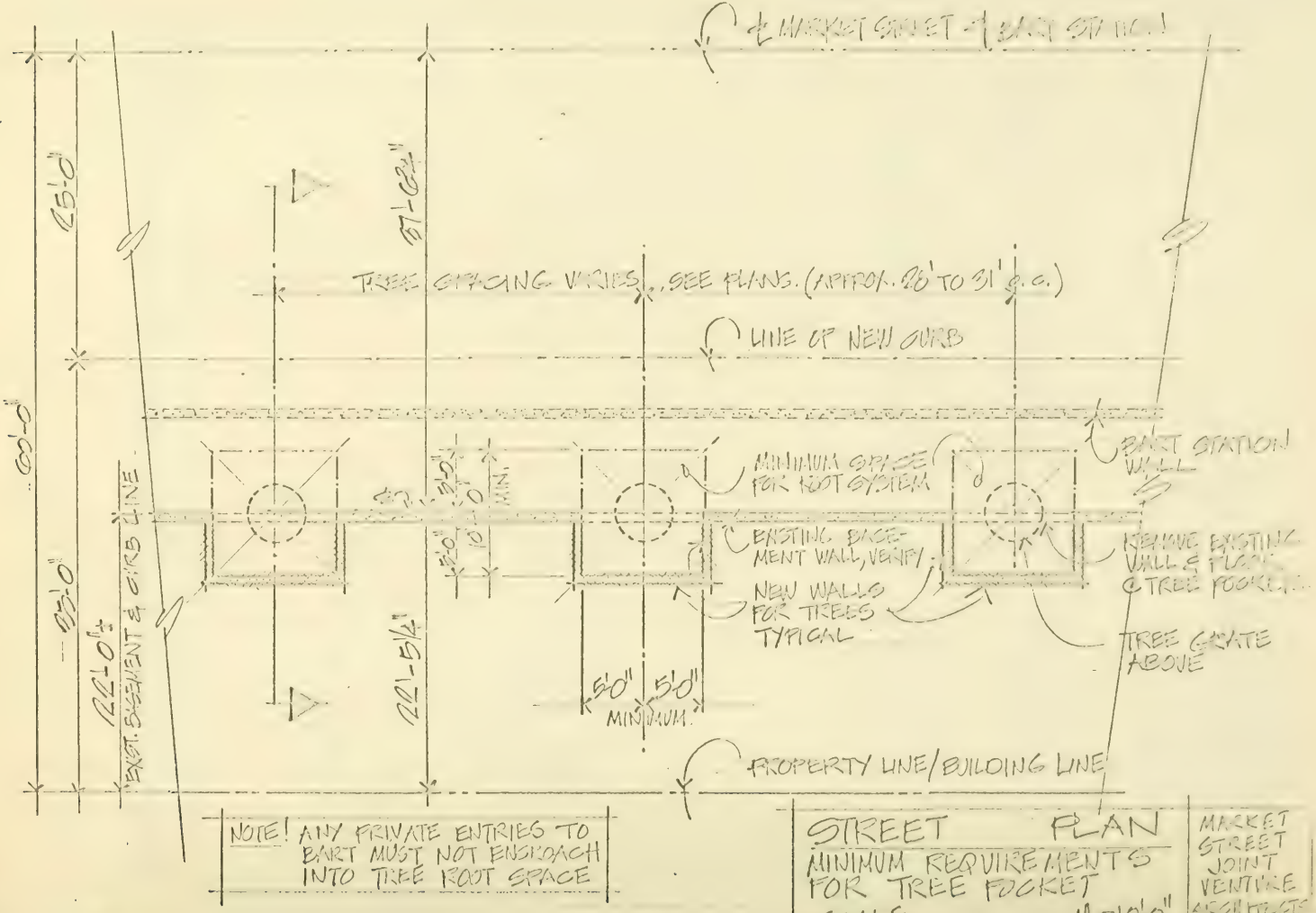
STREET SECTION

MINIMUM REQUIREMENTS FOR TREE POCKET

SCALE 1/8"=1'-0"

MARKET STREET JOINT VENTURE ARCHITECTS

AUG 1969


℄ MARKET STREET (BART STATION)
65'-0"
82'-0"
EXIST. EASEMENT & CURB LINE
22'-0"±
67'-6"
TREE SPACING VARIES, SEE PLANS. (APPROX. 26' TO 31' o.c.)
LINE OF NEW CURB
MINIMUM SPACE FOR ROOT SYSTEM
EXISTING BASEMENT WALL, VERIFY
NEW WALLS FOR TREES TYPICAL
BART STATION WALL
REMOVE EXISTING WALL & FLOOR @ TREE POCKETS
TREE GRATE ABOVE
5'-0"
10'-0" MIN.
5'-0"
5'-0" MINIMUM
221'-5 1/4"
PROPERTY LINE/BUILDING LINE
NOTE! ANY PRIVATE ENTRIES TO BART MUST NOT ENCROACH INTO TREE ROOT SPACE
STREET PLAN
MINIMUM REQUIREMENTS FOR TREE POCKET
SCALE 1" = 10'0"
MARKET STREET JOINT VENTURE ARCHITECTS

TE3776

MARKET STREET JOINT VENTURE ARCHITECTS

1620 MONTGOMERY STREET • SAN FRANCISCO, CALIFORNIA 94111 • 433-2698

February 3, 1970

Mr. Jack Barron
Project Manager
Transit Task Force
1182 Market Street, Room 422
San Francisco, California 94102

Re: Market Street Tree DPW 80-304

Dear Mr. Barron:

Enclosed please find letters from Valley Crest Landscape, Inc. and Cagwin and Dorward, Landscape Contractors relative to street tree maintenance. These are two responses we received on short notice. We expect additional ones.

We cannot stress too strongly that there is no material difference between maintenance of Deciduous and Evergreen trees. The actual cost will vary with the age of the trees and with the requirements under which the City requires the work be done.

Very truly yours,

William R Hull

William R. Hull, A.I.A.
Project Architect

San Francisco Examiner EDITO

Friday, February 6, 1970

The Right Tree For Market St.

INCREASING community misgivings about the choice of the sycamore tree for the Market Street improvement program have become evident. We share them.

The sycamore — 500 will be planted — was recommended by the Market Street task force to Chief Administrative Officer Thomas Mellon who, in the absence of consistent countervailing pressures, approved it. But Mellon has said he will consider advice from the supervisors.

We believe the supervisors should recognize the strong tide of anti-sycamore opinion that has risen in The City and look toward a re-examination of the recommendation.

An ad hoc group called the Citizens Committee for an Evergreen Market Street is urging broadleafed evergreens instead of the deciduous sycamore whose branches stand barren four or five months of the year. (Pro-sycamore people argue that's an advantage because it lets the sunshine through.)

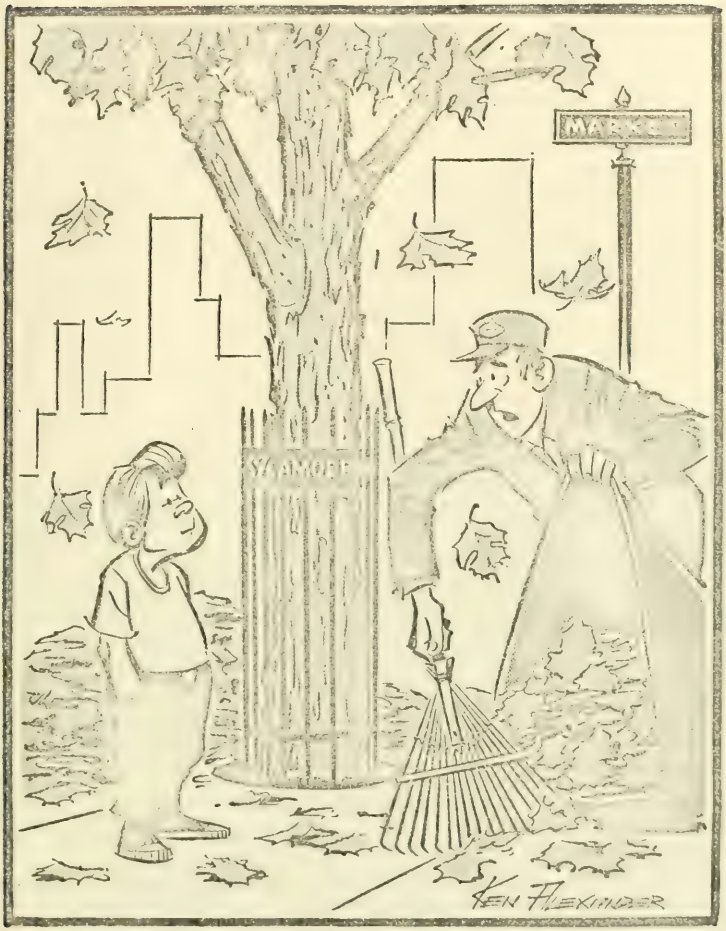
The leaf fall is cited as a nuisance, perhaps a dangerous one to pedestrians. The sycamore is more expensive to clean up after, spray and prune. The citizens committee estimates maintenance and street-cleaning will cost $152,000 a year with sycamores as contrasted to $26,000 for a broadleafed evergreen, such as the Indian laurel. (Mellon says the difference is not that great.)

MANY outside horticultural experts warn of an endemic disease among sycamores that contributes to continuous leaf fall. The sycamore is banned outright by Redwood City in locations where it would overhang the sidewalk. The director of the University of Washington arboretum advances "serious objections to the use of this tree in any city." The Berkeley parks superintendent warns against "constant leaf fall and an unsightly appearance." The Fresno park superintendent reports sycamores were rejected for that city's famed downtown mall and adds, "In the light of sycamore problems faced locally, I should hesitate to recommend its use to anyone."

Merchants along the portion of California Street that's lined with sycamores complain about them. Many have signed a petition opposing sycamores on Market and urging evergreens "in the interest of beauty and cleanliness." Eighty Market Street businessmen have signed a pro-evergreen petition.

When choice of the sycamore first was announced, The Examiner was surprised to receive so many letters from individuals opposing it on the basis of personal experience.

It seems to us that a sufficient body of public opinion has been registered to justify exploration of the matter by the supervisors and an expression of their views to Mellon who we are sure would graciously accept official guidance. This is a decision we'll have to live with for 30 years and more.



"I think the original name was sick-more"

End of the Great Tree Fight

10 Feb 1970

Sycamores for New Market Street

The evergreen won the battle, but the sycamore evidently won the war yesterday as a year-long debate over Market street trees ended at City Hall.

Although the evergreens won a narrow 6 to 5 approval from the Board of Supervisors, the man with the sole jurisdiction in the issue said he will order sycamores as the proper trees to enhance the $30 million beautification and reconstruction of Market street.

Thomas J. Mellon, the city's chief administrative officer, pointed out that the wording of the supervisors' resolution would support his decision.

After more than an hour's debate, the board passed a resolution which favored evergreens, but only if they could be substituted for the planned sycamores without delaying the Market street project or increasing its costs.

"I am convinced that a substitution of trees at this late date would cause a significant delay in our reconstruction and beautification plans and would increase the costs considerably," Mellon said after the meeting. "Therefore, I'm ordering the purchase of 750 sycamore trees."

He had warned the supervisors during the discussion that it would cost between $400,000 and $1 million to redesign the Market street project — including tree locations and drainage systems — to accommodate a different kind of tree.

ATTACK

Supporters of evergreen trees launched an intensive, wide-sweeping attack on sycamores as soon as the city's Transit Task Force chose them as the right tree for Market street last March.

Mellon, who was converted to sycamores after an early attraction to evergreens, had the exclusive jurisdiction for the decision, but the issue was appealed to the supervisors anyway last August.

Yesterday, Supervisor Dorothy von Beroldingen said that the supervisors' Finance Committee was supporting evergreens because it had been told that sycamores would cost upward of $100,000 a year more to maintain.

Further, she said, "we were not able to find one city which supports sycamores."

REASON

Mellon countered with testimony from tree firms which said that sycamores are no more expensive to maintain than evergreens.

The sycamore was chosen, he said, "because we wanted a big tree that would be in scale with the broad scope of a wide boulevard." He added that 35-foot to 40-foot high sycamores will be in proportion to surrounding buildings.

Chief city planner Allan B. Jacobs, who supported the choice of sycamores, pointed out that they have been used successfully in Paris, London, Boston, Madrid, New York, Philadelphia, Oakland and Berkeley (where, he added, "they have even proven resistant to tear gas").

In the final vote, Supervisors John Barbagelata, Dianne Feinstein, Terry Francois, Robert Mendelsohn and Ronald Pelosi joined Mrs. von Beroldingen in voting for evergreens. The sycamore votes were cast by Roger Boas, John Ertola, Robert Gonzales, James Maillliard and Peter Tamaras.

However, the pro-evergreen resolution included a provision that "such support be contingent upon proper assurances that any alteration of plans for tree planting shall not increase the cost of reconstruction of Market street in any substantial amount or result in any significant delay in completion of said project."

44 San Francisco Chronicle ★★ Thurs., Feb. 10, 1972

Market St. Tree Battle Cut Off

The Board of Supervisors shortcircuited another lengthy debate over the relative merits of various kinds of trees on Upper Market street yesterday.

"We've heard all this before," Supervisor Robert Mendelsohn commented after a short version of the same debate which the supervisors allowed themselves to be pulled into over trees along the lower reaches of Market street two years ago.

Instead of another afternoon-long hearing, Mendelsohn directed the sycamore and evergreen forces to submit their arguments in writing.

"We'll take this up again on March 1, when we'll give it a half hour and then drop the gavel," said the chairman of the Supervisors' Joint Finance and Streets and Transportation Committee.

Two years ago, the supporters of evergreens battled without success to block the use of sycamores on lower Market street and now they are fighting them on the upper portion.

San Francisco Chronicle ★ Mon., Feb. 21, 1972

New Hearing in Fight on Market St. Sycamores

The perennial civic squabble over planting sycamores on Market street will get yet another public airing tomorrow night at an Upper Market neighborhood meeting.

Friends and foes of the sycamore will have their say at the 8 p.m. meeting at Trinity Methodist Church, 16th and Market streets.

The meeting was called by the Upper Market Planning Association in connection with proposed designs for extending Market street beautification west from the Central Freeway to Diamond street.

As drafted, the Upper Market plan calls for the same design elements as those approved for Market street between the Ferry Building and the Central Freeway: widened sidewalks with red brick paving, "Path of Gold" light standards and sycamore trees.

Sycamore opponents, who lost their fight two years ago to keep the trees from being used on lower Market, have rekindled the controversy; reciting their old complaints against the sycamore's habit of shedding its leaves, and other shortcomings.

They argue in favor of using evergreens such as the Indian laurel fig, Victorian box, Brisbane box or varieties of eucalyptus.

Fred H. Smith IV, a Richmond district sales representative and spearhead of the evergreen forces, acknowledges that London and Paris boulevards are lined with sycamores. "But we don't need instant Paris in San Francisco," he says. "We need something better that's compatible with our culture and variety."

As it happens, the proposed sycamore, popularly known as the London plane tree, comes originally from a cross-mating of an American sycamore and the Oriental sycamore. And the tree already abounds in San Francisco. Some of the most recent plantings are around City Hall and along a mile of Geary boulevard.

Jack Barron, project director of the city's Transit Task Force, sponsor of the Market street plans, calls the sycamore the most suitable tree for the thoroughfare.

He commends the tree for its hardiness, resistance to wind and smog and for growing big enough to make an impressive appearance on Market street, which is 125 feet wide. "If you use a lollypop tree, it's going to be lost," Barron insists.

He also makes the point that planting a different tree on upper Market will emphasize the Central Freeway as a barrier between the two parts of the street.
hope has been to use uniform design to create one grand thoroughfare," he says.

Tomorrow's public meeting is a prelude to a March 1 joint session of the Board of Supervisors' finance and streets and transportation committees, where the upper Market tree issue will be decided.

Tues., Mar. 14, 1972 S.F. Examiner--Page 19

Board Ducks Market Street Tree Dispute

Supervisor Roger Boas' candor yesterday brought the Board of Supervisors' tiresome concern about sycamore trees to a properly silly finish.

"I'm unexpert on many things," Boas remarked, after glancing at the resolution which would urge Chief Administrative Officer Thomas J. Mellon to plant evergreens instead of sycamores on upper Market Street.

"Isn't this Mr. Mellon's job, not ours? What are we doing in all this?" asked Boas.

Supervisor Dianne Feinstein had introduced the resolution, which would have no binding effect on Mellon, who is determined to plant sycamores because all experts recommended sycamores and upper Market civic groups favor sycamores.

After this was explained, Boas said, "Well, I'm going to have to cast a vote. But feel free to throw it out."

The resolution was defeated 7-4, with Boas, Mrs. Feinstein and Supervisors John J. Barbagelata and Dorothy von Beroldingen in the minority.

Page 4 Section A S. F. Sunday Examiner & Chronicle, August 6, 1972

Market Street Is Blooming

The first sycamore trees scheduled to be planted on Market Street earlier next year are acclimatizing well. Originally grown in Southern California, some 900 trees have now been moved to Watsonville to make the adjustment from smog to fog. Some already have grown to a height of 15 feet and undoubtedly will make an impressive sight lining the street from the Ferry Building to the Central Freeway overpass.

Examiner photo by Sid Tate

MARKET STREET DEVELOPMENT PROJECT

TECHNICAL ADVISORY COMMITTEE ON STREET CHARACTER

INTRODUCTORY REPORT ON STREET CLEANING

The major street cleaning operation taking place on Market Street is carried out by a street "flusher" which, by means of a high pressure water spray removes debris from the pavement and deposits it in the gutters, where it is swept up by blockmen. Street "flushing" is used in preference to mechanical sweepers or other types of cleaners because of the difficulty in negotiating parked vehicles and competition with moving traffic, which render other methods less effective.

The flusher travels the street twice daily on weekdays, and once on Saturdays and Sundays. The first flushing takes place about 7:30 a.m., just before the major traffic rush; the second at noontime continuing through early afternoon. During the cleaning operation, if any possibility of water splashing people or automobiles arises as the flusher proceeds down the street, the spray is cut off by the control man. In actuality then, a large percentage of the street probably doesn't receive the benefit of a thorough flushing, particularly on the midday cleaning run when there are more pedestrians and parked cars.

As a secondary operation, center islands and pedestrian safety islands are brushed twice a week. The truck pulls up at an island, deposits two men who load the rubbish onto the truck, and then the crew moves on to the next island where the operation begins again.

These operations, plus the collection of the sweepings gathered (from the gutters) by blockmen, and the pickup of trash from street containers, covers the city's street cleaning obligation. It is clearly established under the Municipal Code of the City of San Francisco that it is the property owner's obligation to clean sidewalks.

Therefore, the addition of blockmen to sweep the sidewalks on major business streets is really an added service to the business area. On Market Street this service consists of two men working on the North side and two men on the South side, who patrol the more heavily traveled areas to remove rubbish from the sidewalks and gutters. Under this system each block is patrolled at least twice a day and more often in busier sections.

The municipal laws governing the street cleaning operation and obligation should be noted as follows. Sections 33, 34 and 35 A of Article I, Chapter 8 (Police Code), Part II, are concerned with the cleanliness of sidewalks. Section 33 prohibits the depositing of any rubbish on any sidewalk, street, or gutterway, or other public place, and makes it illegal to brush, throw or deposit in any way sweepings from any property abutting or adjacent to the sidewalk or other public place.

Section 34 states very specifically that it is the obligation of the owner or lessee to clean the sidewalk and that it shall be swept or otherwise cleaned each day, Sundays and legal holidays excepted, to maintain the sidewalks free of paper, litter, or debris. It further states that sweepings from the sidewalk shall not be allowed to go into the street, but must be disposed of by the person responsible for maintaining the sidewalk's cleanliness. This latter point is further expanded under Section 35 A, stating that street cleaning receptacles on sidewalk areas shall not be used to deposit any refuse, rubbish or sweepings from any properties (i.e., buildings, vacant lots, etc., that are privately owned). It also states that these receptacles are furnished for use of people occupying the streets, to deposit cigar and candy wrappers, candy bags, empty match containers, used envelopes, newspaper and cigarette wrappers, empty lunch bags, and other such hand waste objects.

Under Sections 6, 12, 36, 74, 79 and 390 of the same code, there are other regulations which cover the throwing of rubbish on sidewalks and establish the property owners' and lessees' responsibility for maintaining the sidewalks in a "proper condition."

The present system of street cleaning on Market Street does not work satisfactorily, and the responsibility for improvement would appear to lie with several groups - the City, property owners and

lessees on the Street, others on the Street, and people in the adjoining sectors. Changes in organization, and the procedures and habits of the various groups concerned could bring about a vast improvement in the appearance of the street.

The Bureau of Street Cleaning is doing a good job under adverse conditions and within severe limitations of organization. Market Street is within a cleaning area extending over at least five square miles, in which 75 men, under the direction of only one supervisor, must operate the cleaning equipment and maintain foot patrol of all streets and alleys in the section. Since it is impossible for one supervisor to maintain daily individual contact with all of his men, they naturally are deprived of much of the supervision they should be given.

The efficiency of the street cleaning operation on Market Street is therefore dependent on the integrity of the men who carry out the operation, and from all observations these men are doing a good job. The problem comes, however, in the fact that their normal working day extends from 7 a.m. to 4 p.m. and during much of this time there is heavy pedestrian concentration on the Street. Also, after 4:00 in the afternoon when the cleaning operations have ceased, the homeward-bound traffic rush occurs, and on two nights of the week, stores remain open until 9 p.m. These activities create a large amount of trash, which is allowed to accumulate until the clean-up men return to their jobs the following morning. This situation is even worse on weekends when the clean-up operation finishes at 10 a.m., leaving the street unattended during the heaviest concentration of shopping traffic.

A very basic problem with which we are concerned, however, is that of the cleaning of sidewalks. While the city provides the additional service of blockmen to perform the operation on the major business thoroughfares, this method of upkeep is largely inadequate to do the job properly because many owners and tenants do not clean the sidewalk, and those who do often do not go about it the right way. For example, some sweep out their buildings and clean the sidewalks in front, and then deposit all of the sweepings into the gutter, where they blow to other parts of the street. In other instances, where the owners on Market Street are doing a fine job of sidewalk cleaning, the trouble occurs from rubbish blown up from side streets.

On the other hand, some store owners unwittingly contribute to the street litter problem by the placement of facilities in the store. A cigarette machine placed close to a door without a rubbish container nearby almost assures that a purchaser will unwrap his cigarettes as he leaves the store, depositing the wrapper on the sidewalk outside. Similarly, it has been noted that food facilities close to an entrance (stand-up bars, etc.) spell the almost certainty of container, napkin and cotton candy litter, etc.

Stores that provide for consolidation of smaller packages into one large one for the sake of convenience, seldom place these facilities close enough to an exit, the natural point at which most people realize just how many small packages they've accumulated and wish to do something about it. In these cases, all too often the person makes his own haphazard consolidation in the doorway, stuffing smaller items into a handbag, etc., and throwing leftover receipts and paper bags on the sidewalk. Many stores and vendors also add to the general problem by carrying sales operations onto the sidewalk. The unattended newsstand is probably one of the greatest offenders. As new editions of papers come out, the older copies are removed and some are blown away. Cases which do not have a coin-release lock are especially vulnerable because teen-agers are apt to pull out the papers and scatter them on the sidewalk. The location and structure of these small newsstands also make it difficult to sweep around them, and provide an anchor point for blown rubbish.

Where litter cans have been provided, both on the street and in stores, they are invariably of a type that discourages their use. Studies made on the habits of women reveal that they are reluctant to push, swing, or touch in any way the container lids because they are often dirty and the can may contain a rat or other creature which might spring at them. To be effective, then, a litter container must have an open top so that people may deposit litter without having to touch the container. (Incidentally, the open basket type container now being recommended by the Superintendent of the Street Cleaning Bureau, is very much cheaper than the old enclosed one.) The container should also be raised above the sidewalk level to a point convenient for the deposit of materials, and sufficient height to prevent the accumulation of blown trash.

Recommendations for the Improvement of
Street-Cleaning Operations on Market Street

The Municipal Code provision that the cleanliness of sidewalks is the responsibility of the abutting property owners or lessees is geared primarily to apply to residential areas and quiet business streets, and has little practical application to major shopping streets or where there are large office buildings. Trash that gathers on these sidewalks is deposited by citizens from all over the Bay Area, and thus the responsibility for cleanliness should be charged to the city as a whole. It is therefore recommended that either (1) Section 34 of the Code be changed to charge the city with this responsibility on certain of its streets, or (2) the property owners employ a sweeping service to cover entire areas.

If the Code is changed, it will mean, of course, that the Bureau of Street Cleaning will have to employ more men and equipment to do the job. It should also mean that assistant supervisors be employed within each cleaning sector to see that the street cleaning job is being well done. Market Street, for instance, should have a special supervisor or assistant foreman to oversee the cleaning operation.

If a private company is formed to undertake sidewalk cleaning, it would require total membership of all owners and tenants in a block - and to be economically feasible, it would require several blocks of participating members. It is estimated that a service such as this might cost $15.00 per month for a twice daily sweeping.

The blockmen should continue to have responsibility for maintaining the sidewalks and cleaning the gutters at all times, but their hours should be spread out to include the evening rush, particularly between 4 and 6 p.m. and on Saturday afternoons. Each of the blockmen should be equipped with a cart carrying disposal cans and a variety of equipment. Some cities use two 60 gallon garbage cans mounted on a bicycle wheel trolley. The trolley has places for two types of brooms, hoes, shovels, scrapers, and cleaning fluids. These cans are sufficiently large to hold a day's sweepings and are emptied each evening. In most cities where blockmen are used, they are dressed in uniforms.

The sidewalks should be flushed or mechanically swept at least three times a week, in addition to the other cleaning operations - presumably in the nighttime hours. Sweeper-vacuums are used by many cities for

the sidewalk operation. These are made by a number of companies and can be obtained in this area through Edward R. Bacon Co. (Wilshire Sweepers), the Curtis Supply Co. (Wayne Sweepers), the Clark Manufacturing Co. (Clark Sweepers), and the Tennant Co. (Tennant Sweepers). These sweepers are ridden or pushed by the operators. They have mechanically propelled brushes in contact with the pavement, depositing dirt and litter in a hopper, and are equipped with a vacuum fan and dust bag to pull the smaller particles of dirt and dust into the machine.

These machines cover about 1,500 square feet in five minutes, which, depending on congestion in the area being swept, is between two to five times the area covered by a man with a broom. The machine pushed by a man costs about $700 in the initial purchase, and about 25¢ an hour to operate. The rider type machines cost about $1,800 initial investment, and about 45¢ an hour to operate, functioning at about the same speed as the hand-pushed models with an allowance for heavier equipment and more powerful motors.

The machines may be driven by gasoline engine or electrical batteries, but the gasoline engine has the disadvantage of noise. Electrical batteries have the disadvantage of a limited operational period (approximately four hours) creating a need for additional batteries and charging facilities. These machines, supplemented by blockmen, could provide a good basic cleaning operation for downtown sidewalks. However, all the impediments now cluttering the sidewalks will have to be consolidated in special "use" areas for the mechanical sweeper operation to be effective.

As for street cleaning, it would be difficult to attempt it by any other method than use of a flusher, unless we were to prohibit parking, buses from stopping, etc. However, if the flushers are to be most effective they must operate continually at full pressure, and therefore the time of operation must be geared to the vehicular and pedestrian traffic load. This would seem to imply that the major flushing operation must take place at night, with a supplementary operation in the daylight hours. The supplementary flushing would not accomplish the same degree of cleaning, but should serve the purpose of assisting the blockmen in concentrating the litter in the gutter, and conditioning it so that it doesn't blow easily.

As a supplemental endeavor to the cleaning operation, the anti-litter provisions of the Code must be strongly enforced. Employing the normal police force to do this poses problems in building up a feeling of resentment in the public and also gives way to the thought that the police should stop annoying people on the street and concern themselves more with traffic problems and crime prevention.

It is therefore recommended that the Women's Section of the Police Department be expanded to include "Courtesy Cops." These should be attractive, well-dressed women who patrol the streets handling such matters as the deposit of litter, control of pedestrian movements across streets and parking violations. Observations made in other cities show that women can carry out this duty most effectively, releasing policemen for more arduous tasks. The concentrated efforts of patroling, and a sustained and stringent program for dealing with violators would greatly reduce the amount of litter found on city streets.

It goes without saying, of course, that for proper litter control, provision must be made for an adequate number of suitable receptacles for the collection of this material. They must be functional and pleasing and placed at convenient intervals along the street. It would seem natural that they might be attached to some appurtenance which is a necessary part of street furniture, and here one thinks of light posts and pedestrian guard rails as logical locations. The design, color and appearance of these receptacles should be coordinated with other street furniture and should be unique for Market Street, yet standard in that they can be handled by city crews and maintained and replaced by the Street Cleaning Bureau.

It may be said that many plant pots now in use on streets are used as "ash trays" for lack of a more suitable container. While this in one sense brings to mind the untidy habits of people, it also reflects the fact that many dislike having to deposit cigarettes on the sidewalk. This requires the provision of street "ash trays," either as a part of plant pots or the trash receptacles.

Property owners in general should be instilled with a sense of pride in their property, and with concern for "the other guy." A letter should be sent to all owners, seeking their cooperation. They should be asked to provide litter baskets close to the building exits so that litter is not carried on the sidewalk. Store owners have a particularly large obligation.

They can assist in the control of litter by making the entrances to their buildings "green areas" with potted plants and shrubs presenting a more attractive environment less likely to be violated by those who deposit litter.

Cigarette machines and other vending machines should be isolated from entrance ways, perhaps incorporating them in a convenience center inside the store. Lunch counters should be located with consideration of the litter problem, and placed away from entrances. On the other hand, stations for the consolidation of packages, or purchase of shopping bags should be placed near exits and provided with tables to assist the shopper in consolidating her bundles, and trash cans for unwanted bags and papers.

In conjunction with the city-wide clean-up campaign, we should put on our own promotion aimed at all the people on Market Street. There is every hope that by July we can greatly improve the appearance of the Street

LITTER CONTROL PROGRAM

The litter problem on Market Street falls into three main areas of responsibility. They are:

1. removal of trash from private property
2. maintenance of sidewalks
3. maintenance of street pavement

Therefore, in order to improve street cleanliness, we must make an effort in all three areas, concentrating on the following problems and considerations.

Trash Removal

All trash removal on Market Street is done by private companies. The main problem of litter is created by leaving trash on sidewalks for collection. This is particularly a problem when it is left overnight, at which times it is apt to become windblown or accidentally overturn. Provisions are needed which will prohibit the stacking of trash and garbage at any time and which would require trash collection companies to remove the trash directly from the premises to the trucks. It should also be the collecting company's responsibility to make sure that the trash does not spill off the trucks during the loading process or while the truck is moving on the Street.

If the business establishments putting out the trash and the trash collection companies were both made subject to fine for leaving trash on the sidewalks, we could very rapidly bring about a self-policing of this particular problem.

In this general area, it would also be helpful to make a review of the legal provisions in regard to sidewalk loading and unloading of merchandise. In some instances, abuse of this privilege creates situations conducive to the accumulation of litter.

An investigation to determine the feasibility of establishing specific times of day when trash may be loaded and unloaded might also be undertaken.

Sidewalk Maintenance

This problem is quite complex. The majority of litter on sidewalks is deposited by street-users rather than by those owning property or businesses on the Street. However, it is also true that some business establishments sweep their trash and litter out onto the sidewalk and deposit it into the gutter to blow about.

At the present time, city regulations require property owners and businesses to keep their own sidewalks clean. It is the Project's opinion that this whole problem of sidewalk maintenance should be thoroughly reviewed, and a greater burden of responsibility for maintenance should be shared by the City.

Hand in hand with this should go a concentrated drive to discourage the scattering of litter, and a stricter enforcement of the law in this regard. It is the Project's belief that litter "violators" should be given tickets, just as traffic violators. However, it is felt that if such tickets were given out by policemen it would create a highly

adverse reaction, since general public sentiment is that a policeman's time is better spent tracking down real "lawbreakers." Therefore, this is a job that could best be done by women. These policewomen could also assist in the control of parking violations and more efficient utilization of pedestrian crossings.

The City's Bureau of Street Cleaning is presently doing its best to provide blockmen for maintaining Market Street's sidewalks. The Bureau points out, however, that there is a great lack of supervisorial staff to oversee the work force.

The Project feels that the present number of blockmen needs to be increased still further, and that their outmoded equipment needs to be modified and modernized. It should also be noted that many private property owners and business establishments maintain a staff member on constant patrol of the sidewalks in front of their establishments, and even this does not solve the complete problem of effective litter control.

A public or private system is also needed under which the scrubbing and flushing of sidewalks can be carried out at least once a week during the dry season. Public squares and plazas should also be hosed down at least once a month. At the present time, in some areas such as at the Mechanics Monument, there is such a vast amount of pigeon droppings around that it is almost impossible to find adequate space in which to sit.

Another problem of which we are all painfully aware is the completely inadequate number of litter baskets in the City. A special appropriation made now for litter baskets might well effect a great savings in the long run as more baskets would mean that less money would have to be spent to clean the sidewalks properly.

It is also a consideration that one or all of the City's newspapers might hold a contest on the design of attractive litter containers, and perhaps other street furniture, with the aim of obtaining designs appropriate for San Francisco. Any funds then granted should be spent on obtaining baskets in duplication of the most outstanding designs.

In order to assist in the control of the amount of litter reaching sidewalks, the Market Street Development Project will make a concentrated drive among the Street's property owners and merchants to get them to review their wrapping procedures, and to place litter containers within their buildings at locations where they could be used by potential litter-droppers.

Maintenance of Street Pavement

Flushing seems to be the only way of properly cleaning the actual pavement of the Street. It would be of assistance, however, if the street-cleaning schedule could be extended on late shopping nights and weekends. For instance, street cleaning crews now complete their job at 10 a.m. on Saturdays, and no further cleaning is done until Sunday morning.

DOWNTOWN ASSOCIATION
604-605 MASON BUILDING • FULTON MALL • FRESNO, CALIFORNIA 93721
AREA 209 PHONE 266-9982

August 14, 1969

Mr. Bernard Averbuch, Executive Director
Market Street Development Project
870 Market Street
San Francisco, California 94102

Dear Mr. Averbuch:

When the mall plan first began and was adopted, we set up a Mall Maintenace District comprising the two blocks on each side of Fulton Street (1 block north, 1 block east, 1 block west for the total six blocks). At this point in time, the assessment was set as a maximum of 50¢ per $100. of assessed valuation of land and improvements, payable on a annual and semi-annual basis appearing on the regular tax bill in December and April.

This fund is set aside for the Parks & Recreation Department whose men maintain the malls, care for the trees, plant the flowers, clean the pools and fountains, paint the benches, and in general keep the mall in tip-top condition. The mall is swept daily and is often times hosed down at the same time.

Some of the maintenance is done by the underground sprinkler systems which operate on time clocks in order that they have uniform watering times that do not interfere with the business hours of the stores.

I hope this will answer your inquiry and if we may be of any further assistance to you, please call us.

Cordially,

Tom Hoxie
Executive Director

TH/vm

cc: Mr. Dick Martin, Chamber of Commerce

FRESNO CALIFORNIA
ALL-AMERICA CITY

Downtown Council
OF MINNEAPOLIS
338-3807
339-8521
701 SECOND AVE. SO., LUTHERAN BROTHERHOOD BLDG., MINNEAPOLIS, MINN. 55402

August 20, 1969

Mr. Bernard Averbuch
Executive Director
Market Street Development Project
870 Market Street
San Francisco, California 94102

Dear Mr. Averbuch:

In reply to your letter to Joe Brink, the maintenance on Nicollet Mall is assessed against the benefited property owners. You will find enclosed herewith the proposed budget for 1970. Naturally, you will not have any heating or snow melting cost which raise our expenses tremendously.

Included in the budget is the Nicollet Mall maintenance crew consisting of a foreman and six men who spend their time exclusively maintaining and cleaning the Mall.

Incidentally, I saw Terry Hill in San Diego last week and told him we might be paying a visit to San Francisco to see Market Street, Union Square and other areas of interest.

I trust this is the information you wanted.

Sincerely,

O. D. Gay
Executive Vice President

ODG/ds

Enc

San Francisco Chronicle

Market Street Mess

BART Chaos Hurts Firms

By Duffy Jennings

"I've had it!" moaned Al Fergodas, looking visibly exhausted.

"My business is down 40 per cent. I've already fired three people, and I'm gonna get another one go pretty soon. I just don't know how much longer I can keep my doors open . . ."

Fergoda, the 64-year-old proprietor of a once-thriving motorcycle sales and service outlet at 1740 Market street near Haight, is only one of a rapidly growing number of Market street merchants faced with heavy losses due to massive BART construction.

ALARMING

A recent survey of business men, small grocers and shopkeepers along Market between Polk and Duboce streets, revealed some alarming statistics about the impact of BART construction on retail trade in the area.

About 50 small businesses line upper Market street, where construction on the BART subway began five months ago when crews began relocating power and sewer lines. In late summer heavy construction began, blocking sidewalks, taking up parking spaces and severely limiting foot and auto traffic in the street.

In most cases, business has fallen off as much as 40 per cent, forcing owners to lay off employees, shorten operating hours, reduce costs, and, in some instances, to sell out completely.

REAP

Most of those being hit the hardest generally feel the project is important and readily acknowledge the necessity of a rapid transit system. But many of them don't know if they can keep their doors open long enough to reap the benefits that BART will bring.

"This is my life's work. I've been here ten years, but now I don't know what I'm going to do," Fergoda lamented. "It's a shame for a guy who's worked all these years to have to work as hard as I do now."

His showroom is crammed with some 85 brand new motorcycles ("I normally have less than a dozen this time of year"), which accumulate heavy dust from the construction outside and must be wiped off daily.

NOISE

"Last year I sold over 500 bikes — so far this year I've moved about 370. The people can't get here. There's just nowhere to park, and the noise is something else!"

"I'll just have to cut prices and overhead any way I can," he said, turning to finish the paper work he used to have done by two secretaries he can no longer afford.

Most proprietors along the seven-block route which is undergoing heavy construction by contractors for BART agree that the problem causing the most disruption is one of accessibility.

"It's so bad some of my regular customers won't even walk across the street anymore," said Bill Campana, a 28-year-old part-owner of the Hub Pharmacy at Market and Haight.

The drugstore was purchased last year from two men who had operated it for 17 years. One of them, Herald Clayton, now acts as the store manager.

"We never anticipated this would happen when we sold it," Clayton said as a jackhammer clattered outside. He said the pharmacy, normally open until 1 a.m. every day of the year, has lost from 20 to 40 per cent of its regular trade, mostly due to loss of convenient parking spaces nearby.

LAID OFF

As a result, the store has begun to close earlier, and some employees have been laid off.

"Just look at this," Clayton said, running his finger through the fine brown dust that covers most of the products near the open front door. "I just dusted these shelves last week."

The pinch is also being felt at the Market Travelodge, 1707 Market, where in recent weeks dozens of guests have checked out in a huff, mostly complaining of the thundering noise generated by heavy construction equipment in the street.

Manager Walter Gustavson estimates occupancy at the 85-unit motel has dropped 40 per cent, and said many of the regular maids had been cut from five to three working days a week.

CUT OFF

"Our regular clientele is now looking for a different location," he said, adding that many of the spaces in the motel's sizeable parking lot are now being used by other workers in the area whose parking facilities have been cut off.

Gustavson said the Travelodge was maintaining a year-round occupancy rate of 99 per cent until construction began.

There are those, however, who will remain relatively untouched by the strangling BART construction, which is expected to continue along upper Market for nearly three years.

ALDO A. FONTANA
'A rough situation'

)ne such firm is Zack 'etronics, which deals al-)st exclusively in the)ole-saling of electronic 'ts and equipment and de- nds very little on retail)ppers.

TRADE

'Only ten per cent of our siness is walk-in trade,")lained Victor N. Zachar- , the 65-year-old owner of Zack store at 1444 Market ar Van Ness. "So we're not ng to be affected very ich."

Ie acknowledged, howev- the inevitable inconveni- :e to the customer who ves, but generally ex- ssed confidence that his stomers would be tolerant the disruption.

)n the other hand, a num- of businesses in the area ve already moved out alto- her in anticipation of even eater inconveniences to ne.

CANDY

)ne such establishment is See's candy store at 1772 rket, which opened there 1940 and was for many. irs one of the firm's most)ductive candy factories. ctory has been gone n years, but the retail re remained until it closed tober 8.

ee's assistant manager Morris said the decision vacate the building was ed partly on the projected ct on business of sched- d BART construction in it block.

'arther up Market, a ma- auto dealer has been los- both new and used car es as a result of the diver- n of traffic off Market eet at 14th, one block west the dealership.

'It's a rough situation," and C Motors president lo A. Fontana said. "We're going to be out of business if it keeps up. We may have to close down our used car lot."

Fontana speculated he might lose upwards of 70 per cent of his new car sales, which have recently been averaging 5000 cars annually, in the face of increased construction along Market near Duboce.

The police department's captain of traffic, Ed Cummins, said traffic was being diverted down 14th street because it is the "best possible point" to do so, noting that 14th street had recently been converted to a one-way street to handle the diversion.

Fontana, predicting a grim future for his declining business, likened the situation to a terminal ailment.

"It's like knowing you have cancer," he said grimly, "but you don't know when it's going to take you away."

2108 Commercial SSF 94080 761-2490

WHOLESALER VICTOR N. ZACHARIAH

His type of business is little affected

Merchants in Trouble

By Barney Peterson

What BART construction has done to Market street near the Valencia street intersection

San Francisco Examiner

Wednesday, March 3, 1971

Harvest of Delay On Market St.

DOWNTOWN MARKET STREET, torn up for almost three years for BART construction is beginning to look more nearly normal as restoration progresses.

But wait. Some time in June major rip-ups will occur at the Market-Stockton-Fourth corner and at Market-Sutter-Sansome. More of the same old rat-a-tat-tat and thump and bang of construction gear, more detour signs and traffic hangups. What gives?

Answer: The subway mezzanine floors at the Powell and Montgomery stations are to be lengthened by the city. Why were they not installed at the desired length in the first place? Answer: Indecision on the part of city officials and technicians. Meanwhile, BART, prepared and ready to go and unable to wait any longer for the city, proceeded and sewed up its part of the work.

The city also is going to raise the station roadbeds a few inches to match the new Municipal Railway cars. Reason for this additional work: The Muni changed the car specifications after placing the order, another illustration of municipal inability to reach firm decisions.

The mezzanine extensions are being paid for with a $20 million federal grant received more than four years ago. While the city has been hemming, hawing and hesitating, inflation has eaten into available funds.

Six years ago The Examiner editorially warned The City that its repeated delays defied all the precepts of efficiency and that a day of reckoning would come. The time now has arrived to harvest the bitter fruits of past indecision and delay.

ket street
MARKET STREET
development project
SAN FRANCISCO. 94102 • DO 2-2500

March 19, 1971

RS

FRIEND
Clothing

n of the
e Committee
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d Oil Co.

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RONALD J. WILHITE
Roos/Atkins

Dick Pearce
S. F. Examiner
110 Fifth Street
San Francisco, Ca. 94103

Dear Dick:

I should like to respond to a portion of your lead editorial of 3 March 1971, entitled "Harvest of Delay on Market Street," as it relates to mezzanine extensions at the Powell and Montgomery Stations.

It is incorrect that BART was prepared to build these extensions and they were delayed because of indecision by City officials and technecians. These extensions were not built in the first place because of the simple fact there was no money.

The City in 1965, by Board of Supervisor resolutions 463-65 and 474-65, asked BART to build these extensions. In a seven page letter by Bill Stokes dated 16 August 1965, this request was rejected on the grounds of lack of money.

The City then began a search for this money, and with the aid of this office, in February of 1966 sent an application for Federal funds. The grant was approved in June 1967; a required joint powers agreement was negotiated with BART; schematic design work began in early 1968 and final schematic plans were approved March 1969.

Final work drawings were approved in 1970 and then came the contract specifications and bids. It is also incorrect the $20 million Federal grant was received more than four years ago.

I would appreciate your bringing this to the attention of your editorial board. I am sure that Jack Barron of the Transit Task Force can further buttress these facts.

Sincerely,

Bernard Averbuch

San Francisco Chronicle
★★ Mon., Oct. 25, 1971

Trench Warfare in S.F.—

Why Downtown Is a Mess

By Dale Champion

These are boom days for the hardhats who gouge, hack, burrow, trench and otherwise tamper with San Francisco's downtown streets.

From The Embarcadero to Van Ness avenue, from Nob Hill to the flatlands south of Market, men and machinery are whacking away at the public turf with uncommon zeal.

The racket from it all is so fierce, the disruption for teeth-clenching pedestrians and drivers so great that one wonder whether the town will ever get put together again.

"I've never seen the place so dug up in my life," J. Thomas Zaragoza, the veteran police traffic director, said wearily yesterday.

"It's a mess. There's much too much going on at one time for us."

Others view the pockmarked scene in catastrophic terms. "The downtown looks like London during the Blitz," says one driver who regularly — and perhaps imprudently — threads her way through dust and ditches, over-shifting barricades and clots of clattering machinery.

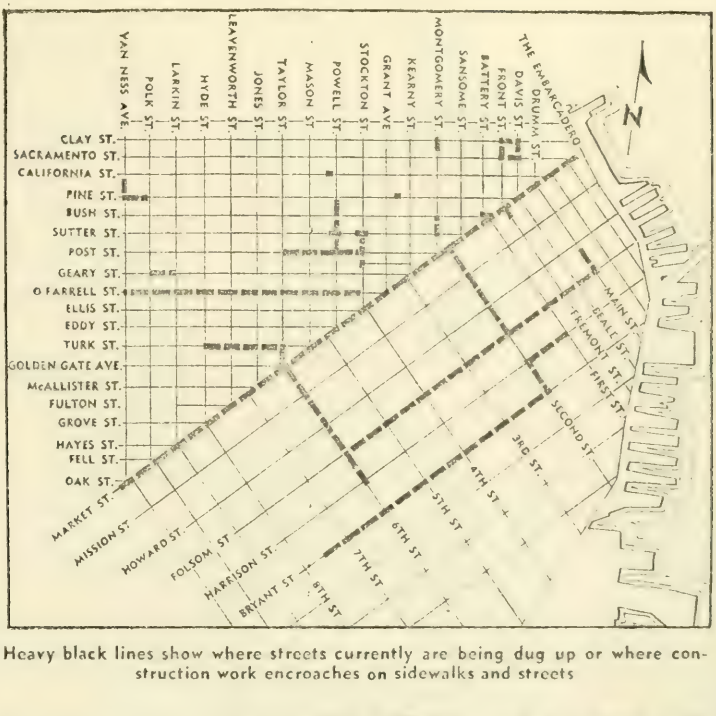
Just about everybody in both the public and private sectors has some slice of the action. While city-engaged forces are slashing away for sewer and water mains, PG&E and telephone companies crews are merrily trenching in numerous places to stash more gas pipes and wires underground.

The giant subway building project has had Market street out of commission for so long (since 1967) most people have to scratch deep to remember when it last was passable.

The rip-up began back when Lyndon Johnson was president, John F. Shelley was mayor and white shirts were still in fashion.

And since then, whenever it seemed that some sections of Market street be reopened temporarily to traffic, PG&E and the city have discovered the time was ripe for new diggings.

PG&E currently is boring into Market between Fourth and Annie streets for 18 electrical vaults, made necessary because of subsidence from the subway construction. Farther along Market, the Water Department has the street laid open for a new water main.



Heavy black lines show where streets currently are being dug up or where construction work encroaches on sidewalks and streets

Reconstruction of Market street and its sidewalks is supposed to begin next year. Even assuming all goes well, it won't be until 1973 that rebuilding of the street will be completed — roadway, brick sidewalks and trees — from the Ferry Building to Van Ness.

SIXTH

Already inured to the horrors created by the decommissioning of Market street, downtown people got a fresh jolt when trenching equipment began chewing into Sixth street in the late spring.

The construction job threw a massive, impeding furrow across every major east-west street South of Market. All these streets happen to be important feeders for the Bay Bridge and the Bayshore Freeway and many of them are heavily over-burdened because Market is so useless.

By a curious turn of events, the new Sixth street off-ramp from the Southern Freeway was opened just as the trenching operations were progressing from Bryant street, near the Hall of Justice, to Market.

Pacific Telephone, PG&E and the city also have helped matters with their diggings — holes and blocks of ditches — on half a dozen of the South of Market streets.

Inevitably the confusion, delay and torment for traffic, particularly at peak hours, have been enormous.

EXPEDITED

Department of Public Works officials note that the Sixth street sewer work has been expedited because of the city's pledge to the Regional Water Quality Control Board to curb pollution of the bay. Ordinarily, according to the department, the sewer work would have been done in three separate jobs instead of all at once.

Installation of the new Sixth street sewer has now reached Mission street and the construction cut is being filled and paved over as fast as possible

Still ahead is a connecting [illegible] of the job across Market. [illegible] will involve laying new sewer up Taylor to Turk street and west on Turk to Hyde street. Trenching already has begun on Turk street.

This phase of the job is scheduled for completion toward the end of February, but because of the dock strike and other labor troubles completion may come considerably later

The surge of highrise construction in the Lower Market area and the huge Yerba Buena Center redevelopment project, now slowly building, account for the bulk of the current PG&E and Pacific Telephone downtown street work.

PG&E is digging up Folsom street from Main and Sixth streets, Harrison street from First to Second and across on Second to Bryant to bolster its underground power system South of Market [illegible] the trenching will eventually run all the way out Bryant street to the PG&E substation on Army street. At present, Bryant is an endless patchwork of test potholes.

The new links between Army street and the substation on Main street at Howard street are expected to be completed about December, 1972.

Pacific Telephone has been tearing up streets between its new nine-story communications center at Second and Folsom and its existing "wire" center between Bush and Pine streets and Grant avenue and Kearny street.

Once they've been tied together, the two centers will share the burden of providing phone service for new highrise construction.

The most disruptive part of the phone company's trenching has been on Montgomery street, presently cut open between Bush and Sutter [illegible] The firm says that the bother to the public should be over before the end of next month

SQUARE

In the meantime, the Union Square area abounds with all sorts of street excavations and encroachments.

PG&E is inching along Post street with a cut for a new main being laid from Larkin to Montgomery streets. For company, the PG&E crews have Water Department workmen who are putting in a new water main reaching from Mason and Post street to Powell street and then up Nob Hill to Pine.

Adding to the problems around Union Square are three hotel construction projects, which sprawl over sidewalks and into streets.

Another half dozen big building jobs elsewhere in the downtown area also play hob with pedestrian and auto traffic.

"If you drive the streets of San Francisco on any given day, you'll find 1500 openings — from a single hole to a trench 200 feet long," says Ted Pedersen, head of the street and sidewalk inspection section of the Department of Public Works.

Most of the digging is done simply to repair or replace water, gas and sewer laterals.

Pedersen's office issues all the permits for street excavations and encroachments on streets and sidewalks.

For several years, the number of permits has been running at about 30,700 a year for the whole city. What the total doesn't clearly reflect, officials agree is the vast increases in downtown digging.

Besides the new highrises, the Bay Area Rapid Transit work on Market has contributed substantially to the volume of activity in downtown streets.

Relocation of utility systems for the subway has required all sorts of tie-line work in the surrounding area.

EASY

Beyond getting a permit (privately owned utilities pay $2 per opening), there is little to keep a city department, the gas or phone companies, Western Union or cable television operators from chopping up streets almost at will.

The Department of Public Works has a policy of prohibiting all except emergency excavations for a year after a street has been repaved and for two years after a street has been reconstructed from roadbed up

Unfortunately, emergencies have a way of cropping up with annoying frequency, resulting in the classic situation of jack hammers biting into a street while the asphalt from a repaving job is still warm.

CHRISTMAS

Mercifully, another prohibition assures a Christmas season moritorium on excavations in the downtown shopping area. No street or sidewalk opening is allowed (emergencies again excepted) between December 1 and January 1 in the sector bounded by Market, Taylor, Pine, Fremont, Howard and Eighth streets

The same restriction applies from December 15 to January 1 in all other San Francisco commercial districts of one or more blocks.

Three separate groups exist to coordinate street utility work and traffic flow.

William Marconi, traffic engineer in the Department of Public Works and head of an inter-departmental traffic and transportation committee, foresees the possibility of tougher restrictions affecting street diggings

"We now require that operations be knocked off on key streets when the evening rush begins," Marconi said "Because of the tremendous increase in the level of downtown excavation activity, we may have to cut out maintenance work during the daytime, meaning that it would have to be done at night and on weekends"

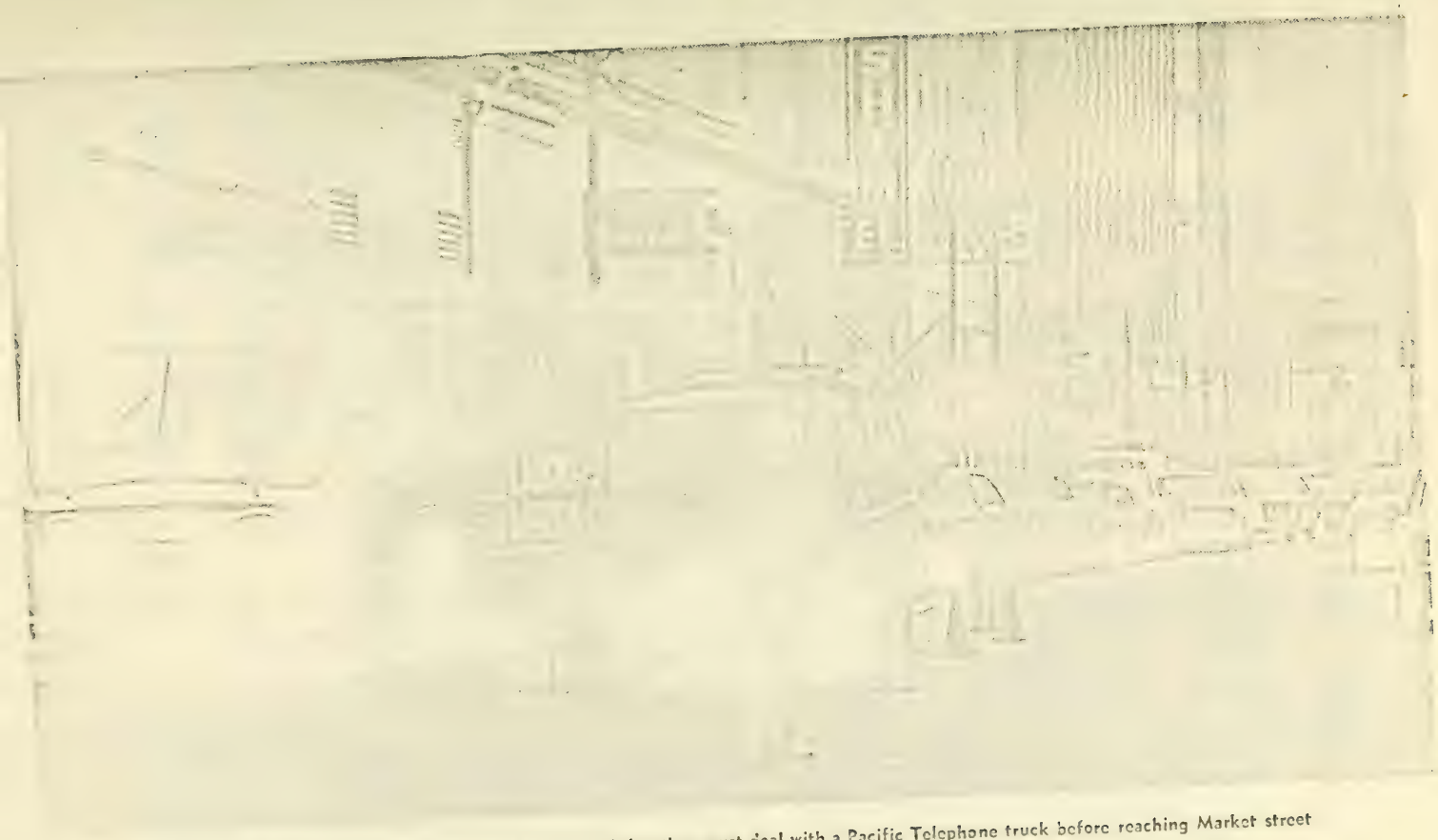
GRATEFUL

Police Traffic Director Zaragoza and those who travel the streets in buses and cars would be grateful for that small measure of relief.

"I've just come back from Paris, London, Dublin and Rome and I didn't see anything like the torn up streets we've got here now," Zaragoza said. "We all want to see the city prosper, but this work shouldn't be done in such a way that traffic strangles"

"From the ferries to Van Ness you're a God-forsaken mess"

That's how the poet Larry Harris once put it, but he was talking about the Great '06 Earthquake



Northbound motorists on busy Fifth street have found that they must deal with a Pacific Telephone truck before reaching Market street

S.F. Trenches to Close for Awhile

Downtown Tieups Eased

Street Work Halts for Yule Season

By Joel Thumak

San Francisco city officials, merchant groups and private firms are working feverishly to unclog downtown's torn-up streets for an expected Christmas shopping boom.

Some key traffic snafus will be cleared within the next week or two when Market Street at Fourth, Sixth Street south of Market and Turk Street north of Market are opened to holiday auto traffic.

This is the year downtown merchants have been waiting for — the first glimpse of Market Street shaping up into an attractive boulevard.

Last year, Bay Area Rapid Transit construction along the street made shopping downtown a pretty dismal affair.

Small Effect

In the big Christmas shopping month coming up, BART will have little effect on downtown traffic, except on the periphery at Van Ness Avenue and Market Street where a subway station is under construction.

The Roos-Atkins store at Market and Fourth, for example, kept all its lights on last night to aid BART construction crews that have been working around the clock at various times in the past three weeks to complete surface work.

Dec. 1 is the target date for this and other street efforts to stimulate a holiday shopping boom in the city as a result of the price freeze.

Work Moratorium

Every year in San Francisco there is a moratorium on street repair work during December.

Last year, the moratorium was not too effective because it was BART construction, not street repair work, that took its toll on the buyers.

Today, almost all surface work on the Montgomery and Powell Street BART stations is completed and part of Market Street, between Fourth and Fifth Streets, is starting to look like the beautification drawings — with spacious, wide sidewalks.

The sidewalks outside the Emporium, for example, were 22 feet wide last Christmas, with part of that surface obstructed with BART building materials. They are now 35 feet wide and unobstructed.

This year the streets downtown are more torn up than ever before (if you exclude BART work) because of telephone company, gas company, water department and public works projects.

Two sewer projects — the one running from Market to Bryant Streets along Sixth and another from Taylor to Hyde along Turk Street — will be shut next Friday, all equipment removed, holes covered up temporarily and all lanes of traffic opened.

The projects will be resumed after the holiday season.

'Merchants' Plea

For the past month, merchants groups have been pressing The City to ease the flow of traffic downtown.

At least five other major repair projects will come to a halt downtown on Dec. 1, with Police Traffic director I. Thomas Zaragoza assigning 38 additional officers to handle the month-long shopping traffic.

But not all projects will be halted — and the 22-foot sidewalks between Fifth and Seventh Streets on Market will pose a few obstacles to pedestrians during the shopping season.

Face Lift

The City will begin its $24 million beautification of Market Street on Jan. 2 — and, as a result, it has required Market Street merchants between Fifth and Seventh Streets to fill in basements so the Market Street Task Force can install tree planter pits.

About 10 of these fill-in projects will continue through Dec. 15, according to Assistant City Building Inspector John Cribbs, with part of the sidewalks near the curbs taken up with construction equipment.

A gas company project on Folsom Street between Third and Fourth will continue during the holiday season. Although this area is not within the downtown shopping circle, it is a key artery that is tied up each night with commuter traffic heading for the Bay Bridge.

Late Buyers

And Folsom Street tie-ups could slow down the shopper traffic as Christmas approaches and the stores and streets overflow with last-minute rush-hour buyers.

In back of the extra merchant push this year for an ease in the downtown traffic flow is the possibility of a real shopping boom triggered by the price freeze.

Holiday inventories have already been marked and sitting in warehouses for months.

"I don't think merchants will be going to their inventories to get the 2.5 percent price hike now permitted," said Ronald Wilhite, chairman of the board of Roos-Atkins and a key figure in pushing for the street traffic openings.

Optimistic

Wilhite expressed a general sentiment running throughout San Francisco's retail community.

"We say that the prospects for Market Street and the downtown shopping area are very bright indeed this year," said Lloyd A. Pflueger, general manager of the Downtown Association.

Small retail merchants especially have been complaining over the years of their losses due to BART construction. Their business prospects look much better this season.

Here is a rundown of major BART and street repair projects and what will happen to them during the holiday shopping season:

- Street restoration at the

BART Embarcadero Station at Spear and First Streets should not interfere with auto traffic.

• One traffic lane on Sutter Street and one lane on Sansome Street will be out of commission as the result of an extension to the Montgomery Street BART station.

• Four lanes of traffic down Hyde Street across Market Street will be cut to three lanes because of construction of a BART plaza in the area.

• Construction of a subway station at Van Ness and Market has cut Van Ness traffic from three to two lanes in each direction. Market Street auto traffic is diverted around that intersection.

• Three water department projects will be halted at Turk and Polk Streets and on Market Street, one near First Street and one east of Sixth Street.

• Two electrification projects, one on Sutter between Kearny and Montgomery Streets and the other on Market Street in the vicinity of Third Street, will also be halted.

• Work on a telephone duct line on Second Street between Mission and Howard will also be stopped.

Street construction projects outside the central downtown area will not feel the brunt of the moratorium.

These include the BART station at Duboce and Church Streets; a gas main project on 17th Street between Sanchez and Castro; pavement reconstructions on Harrison Street between 14th and 16th Streets and on Broderick Street between O'Farrell and Turk Streets and the Army Street freeway project.

Downtown Tieups Eased

Street Work Halts for Yule

Second Street, looking north . . . pedestrians thread their way over precarious paths

San Francisco Chronicle ★★★ Fri., Nov. 19, 1971

S.F. Trenches to Close for Awhile

By Dale Champion

People who shop and work in downtown San Francisco, bedeviled by more street digging than anyone can remember, got some good news yesterday.

City officials announced that the construction workers would be out of the trenches by December 1.

During a truce that will last until January 1, all street work in the central business district will be platted over. Only emergency utility repairs will be permitted.

Public Works Director S. Myron Tatarian, whose department has to approve all digging, said the construction shutdown would apply to a zone bounded by Howard, Eight, Market, Taylor, Pine, Front and Fremont streets.

TRYING

If the already furious trench warfare now seems more out of hand than ever, Tatarian said it's because "everyone is trying to button up before December 1."

Even before then, harried drivers and pedestrians may get some relief.

Police Traffic Director I. Thomas Zaragoza said he was asking construction firms to move equipment out of the main flow traffic on downtown streets starting with the day after Thanksgiving, which traditionally produces the first great surge of Christmas shoppers.

"I'm sure the firms will cooperate," said Zaragoza, who appeared with department store executives at a curbside news conference in front of The Emporium on Market street.

OFFICERS

Zaragoza also said 38 more police officers would be assigned to the downtown sector on the day after Thanksgiving. In all, 60 men will be available during the Christmas season to direct downtown traffic.

"We're not afraid of traffic," the veteran police official said. "Our responsibility is to see that the traffic gets to the stores, and we intend to see that that happens."

Eugene L. Friend, head of the market street Development Project and president of Howard's clothing, noted that disruption of Market street for subway construction has passed its peak and surface beautification work is about to begin.

"Market street is still very important for shopping," he said. "If people want selection and value, this is where they have to come."

Zaragoza said the Christmas moratorium on hacking up or blocking streets would unplug some long-endured bottlenecks, at east temporarily.

Among them is one on Fifth street at Market, where a phone company truck has been parked for months next to an open manhole, shutting off one of two inbound traffic lanes.

The truck, serving a major underground cable splicing job made necessary by building of the Powell street subway station, has been backing up traffic the 600 feet from Market to Mission street, and sometimes even beyond that.

When told that Pacific telephone hoped to keep the truck in place until next June unless asked to do otherwise, Zaragoza said, "Well, it won't be there during the Christmas season. It's got to go."

The Christmas truce will also take some of the sting out of trying to drive on Sixth street, torn up since summer for a new sewer, or fighting across the huge furrow.

From Howard to Market the open cut will have to be plated over and equipment moved out of the way, in the event expected repaving hasn't been done.

But the rest of the Sixth street project, which reaches nearly to the James Lick Freeway is outside the truce zone, as are several other big South of Market jobs, including phone company or Pacific Gas and Electric work on Folsom, Harrison and Bryant streets.

A check of private utilities, which account for a big part of the trenching in downtown streets, showed that a number of their projects are nearing completion. Some may be topped over by December 1, with others finishing up soon after January 1.

When the Christmas truce is over, Tatarian said there will be far stricter policing of applications by the utilities to rip into streets.

"All the utility companies know that the heat is on," he said, "as information comes to us, jobs are going to be more carefully coordinated."

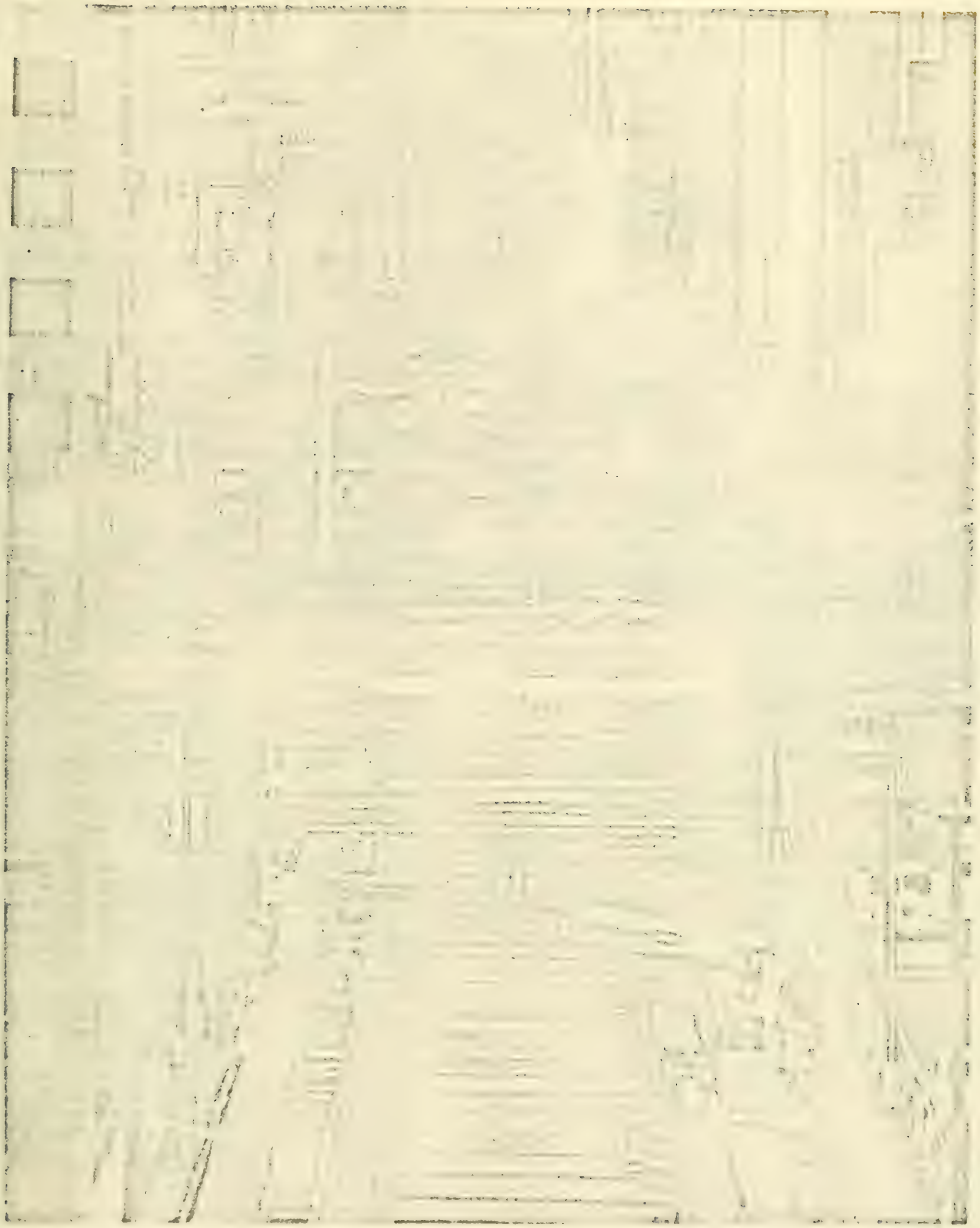
He said part of the tightening up will be closer attention to what affect a street trench or hole will have on traffic.

"On each excavation permit I want the traffic engineer to stamp his approval," Tatarian said. "The old business of just getting a verbal okay isn't going to be enough.

"I think you're going to see some real improvement."

I. THOMAS ZARAGOZA
Police traffic director

EUGENE FRIEND
'Market street important'



Market Street, looking east . . . soon it will look something like beautification drawings

—Examiner photo by John Gorman

San Francisco Chronicle ★★ Sat., Nov. 27, 1971

Big Crowds Fill Downtown Stores

By Dale Chapman

After enduring months of savage trench warfare, the people reclaimed downtown San Francisco from the construction workers yesterday.

It was the first day of Christmas, and happy hordes of shoppers filled sidewalks and stores to the brimming point.

A light mist that began falling during the noon hour barely slowed the traditional post - Thanksgiving outpouring, swelled in part because schools were closed and the day was a holiday from work for many.

Traffic, as usual, was heavy but its flow was dramatically improved by the start of a Christmas truce affecting downtown street construction jobs, which have been going on since last spring.

Even though the moratorium doesn't officially begin until Wednesday, work on many street projects was rushed to completion or suspended early.

There was not a hardhat in sight downtown, and the jarring sounds of jackhammer and air compressor had yielded at last to the melodies of street musicians and the strains of Christmas carols emanating from department stores.

The crowds had merchants beaming. Jack Rose, president of Roos-Atkins, said sales were "well ahead" of last year. His view was shared by Richard W. Nugent, general manager here of F. W. Woolworth Co.

A spokesman for The Emporium said "business is good — customers are easily as numerous as last year."

Traffic was kept moving by a task force of nearly 60 policemen (38 more than usual) posted at key intersections.

The weather created a London - like atmosphere, with decorated shop windows reflected in the glistening pavement. The towering Bank of America building was lost in the clouds.

STREETS

The streets abounded with musicians, and craftsmen peddling their wares — tooled leather belts, little gardens growing in big bottles, paintings and etchings.

The itinerant merchants were particularly numerous on the shopping side of Geary street at Union Square. In the midst of the bustling street scene, a pretty, honey - haired girl was playing a Welsh air on her harp.

The wind was out of the east and brought with it an aroma from the Embarcadero, the pungent smell of the copra docks.

DRIZZLE

It vanished, along with the street musicians and artisans, when it began to drizzle.

Umbrellas, including many of the new plastic bubbles just big enough to cover the head, appeared among the crowds.

Mothers with small children edged to the balcony railings of the great center gallery in the City of Paris department store to admire the opulently lighted Christmas tree as it slowly turned.

At one point, when the weather lifted slightly, a few of the more enterprising street merchants spread out their goods again on Geary.

But the break in the weather was much too brief for them to prosper much from it.

AREA OF WORK: Market Street - Front Street To Fifth Street.

NATURE OF WORK: Complete reconstruction of roadway and sidewalks, construction of special design brick sidewalks, removal, refurbishing and replacement of existing Path of Gold light standards, street name and other traffic signs; providing suitable bases and foundations for tree planting, sidewalk landscaping and sidewalk furniture (including sidewalk kiosks, telephone booths and benches). Doing other related electrical and utility work as required for street lighting, traffic control and landscape irrigation purposes; all as shown on approved project plans, including removal and replacement of Lotta's Fountain and Mechanics' Monument.

ESTIMATED STARTING DATE: MID-MAY 1972.

ESTIMATED COMPLETION DATE: 365 Days from actual starting date.

CONTRACTOR: McGuire and Hester, 796 - 66th Avenue, Oakland, Calif. (NE-2-7676).

CITY OFFICES TO BE CONTACTED: (for further information should questions arise):

(1) Resident Engineer on Job Site daily during working day, or,
(2) Construction Division, Bureau of Engineering, City Hall (558-3539).

TRAFFIC RESTRICTIONS: (Public Transportation and private vehicle).

(1) Street Car (Rail) traffic will be maintained as usual at all times.
(2) Trolley bus and Motor Coach traffic will continue normal schedules except that Bus and Coach "Stops" may be temporarily moved (within a block). Proper posting will be made of any "Stop" relocations.
(3) Private vehicle parking within the project area will be prohibited.
(4) Every possible consideration will be given to commercial pickup and delivery requirements.
(5) Such other temporary restrictions may be imposed on vehicular traffic as deemed necessary by the project Engineer to protect persons and property, with the approval of the San Francisco Police Department.

TRAFFIC RESTRICTIONS: (Pedestrian)

(1) The Contractor will be required to provide a minimum of twelve (12) feet of pedestrian sidewalk at all times. Such sidewalk will be constructed of (regular) Portland Cement Concrete. NO plywood or asphalt will be permitted.

(2) Following placement of special design brick sidewalk in store entrance areas, temporary wooden bridges of an approved sturdy construction, complete with hand rails will be put in place. A minimum width of four (4) feet is required in all such bridging and in all stores having more than one entrance; only one entrance may be bridged at one time. Where entrance is reduced to four (4) feet, such bridging will be allowed only for shortest possible period of time.

SPECIAL NOTES: All City Employees and all Employees of the Contractor seeking to enter your premises at any time for any reason, will present identifying credentials and plainly state the nature of their business.

'End of 1975'

Work on Market To Go On and On

Wed., April 26, 1972 ★★★ San Francisco Chronicle 3

By Ralph Craib

Market street—now almost clear of subway work—will be a battleground for jackhammers and construction rigs for almost another four years, city officials said yesterday.

The official work schedule on file at City Hall sees the rebuilding of the street going on until at least the end of 1975.

The Market Street Development Project announced yesterday that yet another portion of Market, between the Powell street subway station and Seventh street, is about to be ripped up. And it will stay ripped up for the better part of a year.

The new contract, awarded to the construction firm of McGuire and Hester, is for relocation of the city's emergency high - pressure water system in the two blocks.

FIRE

The big Fire Department water line was relocated in the area of BART stations when excavations were made at Fremont, Montgomery, Powell and Eighth streets.

But in between the stations, the main must be moved in some areas and all fire hydrants must be moved to the edges of the new wider Market street sidewalks, Fire Department Engineer Gilbert Bendix said.

The Pacific Gas and Electric Co. began tearing up Market street on September 29, 1965, to move underground power lines and natural gas lines out of the way of the BART subway. In mid 1967, BART began its first major Market street work: excavations for the Powell street subway station.

And ever since between the Central freeway and the Embarcadero freeway, the street has not been clear of construction.

YEAR

The McGuire and Hester contract will take a year, said John Cribbs, assistant to City Engineer Robert Levy, because of the need to maintain two unimpeded bus lanes and two unimpeded sets of streetcar tracks. The contractor, he said, is forced to operate in narrow amounts of space while performing his work.

The next contract, Cribbs said, will involve the same relocation of the high-pressure main and relocation of fire hydrants between the Powell street subway station and Fremont street.

That work — simultaneous with sidewalk reconstruction — is scheduled to be completed in June of next year.

END

A similar contract for the high-pressure main between Eighth street and the Central freeway will take until "about the end if 1973," Cribbs said.

The final sidewalk and fire main work will be in the Embaracdero area, where a new major Hyatt House hotel is under construction and Southern Pacific is beginning construction of new office buildings. Market street work can not be undertaken until these projects are completed, expected to be April of next year.

By April of next year, Cribbs said, work should be beginning on the United Nations Plaza at the foot of Fulton street adjacent to the old Federal Office Building.

PHASE

The construction phase of the Embarcadero station is almost completed, said David Hammond, BART's engineering chief.

BART is now working for introduction of Market street service by mid-1973 as "our best guess," Hammond said.

Once BART is operational, the Municipal Railway will also be preparing to move underground. "It's now expected," said Cribbs, "that about 1975, we'll remove the streetcar tracks from Markets treet and redo the surface."

If Muni encounters delays in obtaining its new equipment — and thus going underground along Market — even that schedule may be optimistic, engineers said.

market street development project
170 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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[redacted] AN SMITH
Sheraton Palace Hotel
DOUGLAS A. WALSH
Fishman San Francisco Corporation

EXECUTIVE DIRECTOR
BERNARD AVERBUCH

5/9/72

MEMO: Meeting of Market Street Retailers

TIME: 10:30 a.m. Wednesday 17 May 1972

PLACE: 5th Floor Conference Room - The Emporium

AGENDA

1. Report by McGuire and Hester (Construction Superintendent Ron Bredehoft) and City's Transit Task Force on sidewalk brick schedule for area between 5th and 4th Streets and other sections.

2. Report on publicizing Powell Street Preview of BART on 10 June 1972.

3. Report on policing of Market Street.

Please confirm attendance - 362-2500.

Sincerely,

Bernard Averbuch

Bernard Averbuch
Executive Director

CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF PUBLIC WORKS

BUREAU OF
ENGINEERING

351 CITY HALL
SAN FRANCISCO 2,
CALIFORNIA

May 8, 1972

Market Street Reconstruction
Front Street To Fifth Street

To Owners and Principal Tenants:

In Mid-May 1972, the Department of Public Works, through McGuire and Hester, as General Contractors, will begin reconstruction of Market Street, between Fifth Street and Front Street. Details of the work are outlined in the attached sheet.

When this project is completed, 365 days from the starting date, we know you will share with us the pride we feel in being part of this contract in the reconstruction of Market Street. This work is surely to result in the most dramatic improvement in any major thorofare of any American city in the Twentieth Century.

The primary purpose of this letter is to assure you and your tenants of our determination to conduct this project within bounds considered to be good engineering practice; with special attention to problems of persons conducting their businesses adjacent to the work, and those using the street and sidewalk area during the course of the work.

The safety of all persons in the work area, including the workmen; the matter of noise, dust and dirt; general "construction-work", housekeeping and maintenance of public transportation schedules are matters of real and critical concern of our staff and will be constantly reviewed by competent engineers and inspectors under tough guide lines and work rules in order to control excessive conditions.

We restate our intention of fullest considerations of persons whose interests lie within the project area, and ask you for your patience in understanding minimal disruptive conditions of a temporary nature which may present themselves.

Very truly yours,

Robert C. Levy
City Engineer

SAN FRANCISCO
EXAMINER
Monday, July 3, 1972

Editor's Mail Box

BART Not All to Blame

To the Editor:

How come your readers continue erroneously to blame BART for Market Street problems? A reader wrote ("A Rough Ride for Muni," June 27): "The BART work has made a mockery of Market Street."

All the construction work and equipment on Market Street is not BART. It is the work of the City's street beautification program of bricking the sidewalks, the work of PG&E relocating many of its transformer vaults, and the relocation of water mains, high pressure fire hydrants and dozens of other necessary projects.

This is all part of The City's coordinated construction schedule that other critics erroneously complain is lacking.

BERNARD AVERBUCH
Executive Director
Market St. Development Project

The Great Wall of China certainly required longer to construct but with just hand labor it could not have been as inefficient as the BART construction now going on on the surface of Market Street. There seems to be no coordination among the various construction contractors.

Each utility or contractor seems to be in business for himself with no regard for the others. The classical statement: "The public be damned" never appears to hold more truth . . . It would appear reasonable that the City Hall should expedite the project so as to create more permanent jobs by completing the BART work and the Market Street beautification as soon as possible.

E. J. McMAHON
San Francisco

The crosswalk lines at intersections should be curved outward — or around barriers so when the pedestrian has to walk around street work and cars blocking the old crosswalk he will still have some protection.

ROBERT E. MURRAY
San Francisco

Thur., June 29, 1972 ★ San Francisco Chronicle 3

Most pedestrians at Sixth & Market walked on the completed brick sidewalk, but some had to step off into the unlaid portion

Bricking Up Market St.

The massive job of laying the new brick sidewalk on Market Street is now about 10 per cent complete—but it will be the end of 1973 before the job is done, a Market Street coordinator said yesterday.

"Then we'll have nearly 5 million bricks down," Merrill Cohn, an engineer for the city's Transit Task Force, said yesterday.

Cohn said the bricks are being laid in 12-foot strips "so people will have something to walk on while we work on the rest of the sidewalk."

The 12-foot strip of brick from Fifth to Seventh streets is now about 50 per cent complete, he said, and the bricklaying contractor is ready to start on the section from Fremont to Fifth.

Cohn said the bricklayers must schedule their work so it does not interfere with BART construction and with the relocation of the city's emergency high-pressure water system.

Accordingly, the first 12-foot brick sections are being started at the sidewalk edge farthest from the curb — to give other construction workers the space they need.

After the first 12-foot strip is bricked, a second is then completed.

"And then—because we're widening the Market street sidewalks from 22 feet to 35 feet—a new section of sidewalk will have to be built before we can start bricking," Cohn said.

But by the end of 1973, he predicted, the wide brick sidewalks will stretch from The Embarcadero up Market past Van Ness avenue to where the Central Freeway crosses over.

Concrete Truck Drivers' Strike

San Francisco Chronicle ★★★ Wed., July 19, 1972

Big Delay on Market Street

By Elmont Waite

City officials said yesday it wasn't their ult so much of Market eet remains torn up — because of the month - g strike of concrete ck drivers.

he various projects inde city-federal financed ensions of the mezzanines Bay Area Rapid Transit ions at Montgomery, at vell and at Civic Center; s the city's esthetic deopment of a sunken plaza ifth and Market streets.

t Fifth street, on the th side of Market, forms

reinforcing steel hav n in place for more than nonth, for a bridge to car- Fifth street across the plaza — and nothing as happened in all time.

CURE

The bridge could have n in use before the end of t month, even allowing r weeks for the concrete cure — but the concrete hasn't been poured," l Merrill Cohn, assistant ject manager on the 's Transit Task Force, ch designed — and, with eral aid, is paying for— the BART-built plaza.

"So now, instead of having Fifth street reopened before the end of August, it will be at least a month later, even if the strike is settled tomorrow."

There was one ray of hope yesterday. Indications were the striking drivers of the concrete trucks, and their employers, finally had gotten down to serious, continui negotiations, even th a settlement still was not in sight.

MESS

Cohn said clearing up the Market street surface mess at the Fourth street intersection also has been delayed at least a month, while temporary timber and steel-plate decking provides a bumpy cover over underground work.

"If it weren't for the strike, we could complete the concrete shell of the mezzanine extensions from the Powell street subway station, and backfill and restore the street," Cohn reported.

Without the strike, this whole project "would have been nearing completion by now," Cohn reported. As matters stand, even if the strike is settled quickly, the work will continue for more than another month.

Cohn also reported that pouring concrete to finish the laying of the temporary Municipal Railway tracks on 17th street, near Castro, has also been held up for a month, with auto traffic sharply restricted meanwhile.

It is hoped the entire Muni subway may still be in use before the end of 1975. BART service here is to start in June, 1973.

Work on the BART station and sunken plaza at Powell and Market has been set back by the concrete drivers' strike

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

14 April 1972

Captain Thomas Zaragoza
Director of Traffic
850 Bryant Street
San Francisco, Ca. 94103

Dear Tom:

Sometime in the first week of May, the firm of McGuire and Hester will begin heavy construction work on the south side of Market Street, from 5th to 6th streets. This work will last some three months for the purpose of installing a new high pressure fire hydrant pipes.

The work will also consist of tunnelling underneath the street car tracks to install new pipes to four hydrants on the north side of the street.

This will be a difficult job because of the need to maintain bus and street car traffic, as well as autos, and we would appreciate it if you could establish liaison with the contractor ot work out traffic problems as they occur. The man in charge is Ron Bredehoft, McGuire & Hester, 1028 Market Street (2nd. floor), 621-0957.

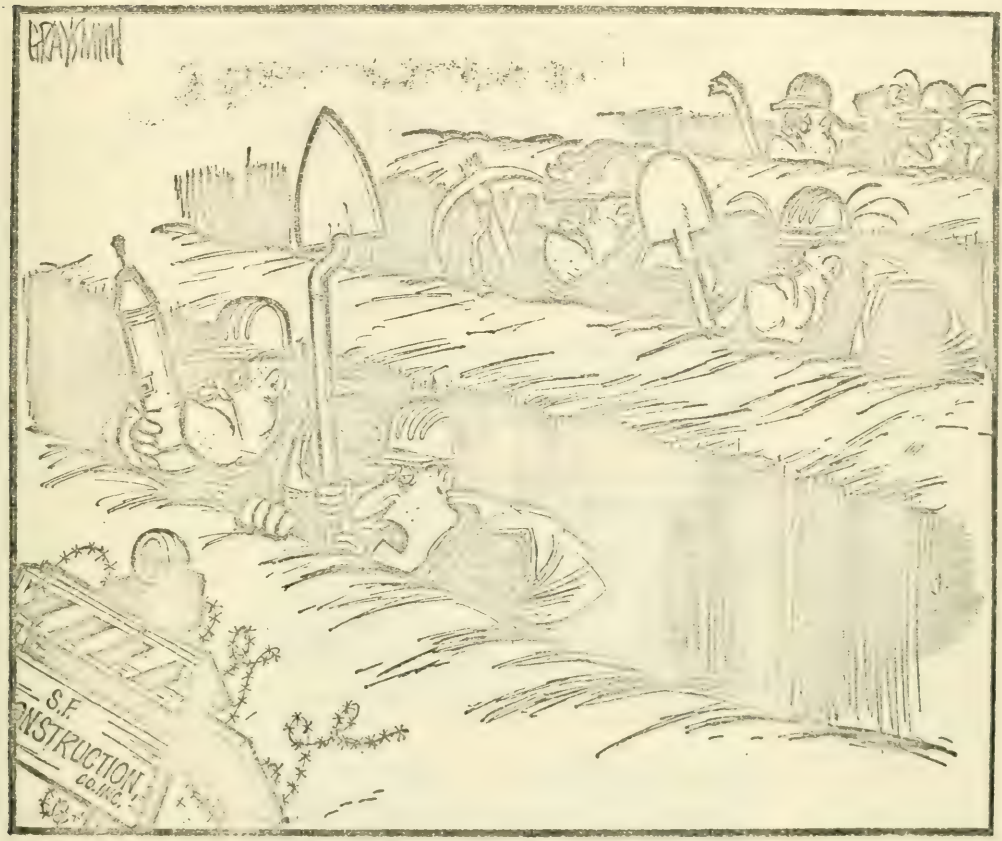
We are also arranging a meeting with the merchants in that block on 27 April to explain the construction needs.

Sincerely,

Bernard Averbuch
Executive Director

cc: Ron Bredehoft

San Francisco Chronicle
THE VOICE OF THE WEST



"Here come the shoppers . . . fall back till January, men . . ."

San Francisco Chronicle
★ Mon., Nov. 22, 1971

Editorials

Timely Relief of A Dug-Up City

THE PROMISED SHUTDOWN of underground construction in downtown San Francisco from December 1 till New Year's comes just in time to rescue hundreds of thousands of workers and shoppers from utter frustration and exhaustion.

Never in living memory since the earthquake and fire of 1906 have so many miles of trenches, earthworks, barricades and litter been dug, emplaced and strewn through what are laughingly called public streets.

The burrowing of the private utilities has left a suffering city disrupted, discommoded and despairing, without sight or hope of an end to it. What BART long ago started on Market and Mission streets, creating a four-year living hell, has lately branched off from these main stems in every crazy direction. It was unthinkable that the holiday retailing season could coexist with all this mess, and some credit for recognizing this fact is, we suppose, due the people in City Hall, though why they ever let it all get started at once is unfathomable.

THE PUBLIC IS ASSURED that the work is going to be "more carefully co-ordinated" after the trench truce ends. This official use of the comparative, suggesting that there has been any coordination whatever up to now, may well be questioned.

San Francisco Chronicle
★★★ Sat., Nov. 20, 1971

Infamous Truck Will Finally Move

Pacific Telephone, bowing to a city-declared Christmas truce on downtown street projects, said yesterday it will take that truck away from Fifth street at Market.

For months the truck has been parked in an inbound lane on Fifth, causing buses, trucks and cars to pile up for a block or more.

The vehicle was placed next to an open manhole to service an immense underground splicing job involving rerouting cables around the Powell-Market subway station.

PROJECT

Due to the importance of the project, a phone company spokesman said the truck will be returned to the intersection at the close of shopping hours each night and remain until dawn in order that the project may continue.

Sydney Worthington, Bay Area director of public relations for Pacific Telephone said his firm is "very sympathetic to the needs of the downtown business people."

SHUTDOWN

The shutdown of street construction work, intended to make it easier for Christmas shoppers to get around, actually runs from December 1 to January 1.

But Police Traffic Director I. Thomas Zaragoza has urged firms doing street work to curtail the activity, if possible, starting next Friday, the day after Thanksgiving. That's when the downtown usually gets its first great rush of Christmas shoppers.

market street development project
870 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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Franklin Savings & Loan Assn.
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Western Greyhound
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Patrick & Company
JACK B. ROSE
[illegible] Atkins
[illegible] SEAN SMITH
Sheraton Palace Hotel
DOUGLAS A. WALSH
Lehman San Francisco Corporation

EXECUTIVE DIRECTOR
BERNARD AVERBUCH

MEMO: Editors

City officials and Market Street business leaders will hold an outdoor Press Conference at 11:30 a.m. Tuesday 21 November 1972 on the sidewalk at Powell and Market Streets, by the cable car turntable.

The purpose of the press conference is to report how more uniformed police will be assigned to handle Market Street and downtown traffic for the coming Holiday season. There will also be a report of how sidewalk and street construction work will be shut down for the same period.

Present at the press conference will be Captain Thomas Zaragoza, director of traffic; and Jack Barron, manager of the City's Transit Task Force. Representatives of the "Big Four" retailers on Market Street (Emporium, Woolworths, Grodins and Roos/Atkins) will be present as well as other business leaders of Market Street.

Officials of the Market Street Development Project will also be present.

# # # #

Foes Lose; City Will Build 'That Fountain'

By RUSS CONE
City Hall Writer

The monumental Vaillancourt sculpture, an arrangement of corroded, rectangular, concrete jack-straws spewing 20,000 gallons of water a minute, may be "the tail end of a period of minimum sculpture."

But the $200,000 task of constructing it at the north end of Ferry Park at the foot of Market Street will now proceed on schedule, free of City Hall red tape and heedless of an impressive body of public opposition.

Artists may quarrel on down the generations over the merits of Canadian sculptor Armand Vaillancourt's design.

Some may agree with sculptress Ruth Asawa's opinion, expressed to the Board of Supervisors' Cultural Activities Committee yesterday, that the design marks the end of a fleeting era of simplistic concepts.

PATH CLEAR

Others may side with landscape architect Lawrence Halprin, architects John Bolles and Mario Ciampi and Redevelopment Director M. Justin Herman that it will evolve as "one of the greatest urban designs of the world."

But the Cultural Activities Committee, led by freshman legislator Robert Gonzales, decided not to interfere with its construction.

Supervisor William C. Blake, supported by letters from hundreds of residents who dislike the design declared, "It's lousy."

He urged the committee to pass out a resolution encouraging Mayor Alioto to step in and stop his Redevelopment Agency from building it.

Blake said the Mayor should engage a fresh panel of art experts to select some new design with more widespread public appeal.

Blake's bombast, such blunt remarks as "I don't know what his abilities (Vaillancourt's) are. I only know that I see. And it's lousy. Architecture in San Francisco stinks," drew frequent applause from spectators.

VOTE POWER

When Gonzales remarked that he believes Alioto admires the Vaillancourt work, Blake said, "The Mayor likes it, you say? Well, then we're stuck. I guess he'll have to face those thousands of voters who don't like it."

Blake's adherents, strangely, came from elements of the community seldom brushed by the ship repair and real estate operator.

There was not only Miss Asawa, the sculptor member of the Art Commission, but artist Albert Meakin, chairman of the Citizens Planning Committee. Marguerite Close, president of the Society of Western Artists, and Paisley-clad, famed photographer Imogene Cunningham.

Mrs. Cunningham, sporting a ceramic "Peace" button and Uzbekian cap, told the supervisors, "I have no faith in public appraisal of such things. The public is almost always wrong. But just now, I happen to be a member of that public.

ANOTHER SITE?

The 86 year old photographer, whose work is currently displayed at the Smithsonian Institution, said, smiling, "perhaps to be fair to the artist, we could put it in some other part of town."

Mrs. Close declared, "Almost 100 percent of our (1300) members are against this fountain. If it doesn't say it's beautiful to most people — it isn't beautiful."

She had plenty of company with her remark that "I'm not against a modern design. But I happen to think this design is atrocious."

Perhaps the most compelling argument, however, was a written opinion from City Attorney Thomas M. O'Connor. He counseled Gonzales' committee against interference with decisions by the Art and Recreation Park Departments which would violate the Charter.

Phelan Building Sold To Swig Foundation

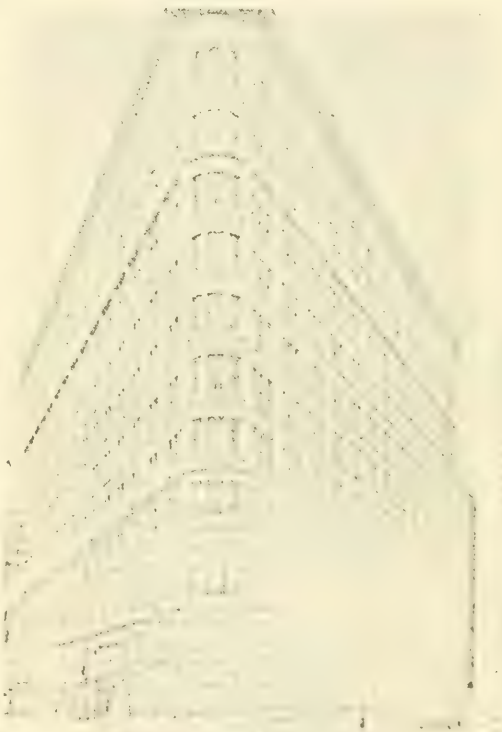
The historic Phelan Building at Market and O'Farrell Streets in San Francisco, long a city landmark, has been sold to the May and Benjamin Swig Charity Foundation, and Milton M. Gordon of Beverly Hills.

R. S. Investment Co., Inc., was the seller of the building. The purchase price, in the millions of dollars, was not disclosed.

Irving Feldman and Julian Feldman representing Irving Feldman, Inc., real estate investment consultants in San Mateo were the brokers handling the deal.

The building was constructed early in the century and is an example of the style of architecture which earned for San Francisco the title "Paris of the West." Some of San Francisco's most prominent business firms have been tenants in the building.

The new owners plan extensive remodeling and improvement, but will preserve the distinctive architecture.



HISTORIC CITY LANDMARK SOLD
New owners will remodel Phelan Building

Examiner
March 20, 1969

Fillmore West Site To Be Sold

A major deal is in the works for sale of a one acre parcel at Market Street and South Van Ness Avenue — a spot now best known as the site of the rock music shrine, Fillmore West.

There was a report that Howard Johnson Company wants to build a motel on the site. A spokesman for the chain said today that negotiations are underway for a San Francisco property but that details could not be revealed until the deal is final.

Promotor Bill Graham said he has received notice he will have to vacate the ballroom within nine months to make way for its demolition.

Mortimer Fleishhacker Jr., president of the Mortimer Fleishhacker Foundation, which owns the pie shaped parcel, confirmed negotiations for the sale are underway. He said he could reveal no further details.

According to city tax rolls, the property's market value is $1.3 million.

Graham, who has been subleasing the ballroom since last year, said he knew no details of the deal. But he said, "My first inclination is to try to find a way to stay here. I'm not going to be able to beat this location."

Virtually every big name rock group in the country has appeared at Fillmore West, which draws an average of 10,000 fans a week.

Even before Graham and rock music moved into the big ballroom it was something of a social landmark in San Francisco. It was originally known as El Patio Ballroom made famous by the late John Wolohan. It later became the Carousel Ballroom.

31 August 1972

Peter McCoy, General Manager
Station KCBS
1 Embarcadero Center
San Francisco, Ca. 94111

Dear Mr. McCoy:

In the week of 28 August 1972 the Roberts Milwaukee Furniture Company had a series of advertising announcements on KCBS that was critical of Market Street.

Much of the critical comment of the spots, which stated that Market Street sidewalks and streets are a mess, can be challenged; and the identification of BART as being responsible is totally incorrect.

While we are aware this was paid advertisement we feel the responsibility of KCBS still exists in some degree in this specific case because of the public works nature of the project and the widespread interest of Market Street and BART.

We would appreciate it if in some manner you could make available to us some time, or a news report, that would, in effect, provide a balancing point of view. We would not, of course, be specifically aiming a rebuttal of criticism at the furniture company.

With best regards,

Bernard Averbuch
Executive Director

KCBS
CBS Radio
A Division of Columbia Broadcasting System, Inc.
One Embarcadero Center
San Francisco, California 94111
(415) 982-7000

Peter M. McCoy, Vice President
General Manager

Dear Mr. Averbuch:

I have listened to the Roberts Milwaukee Furniture commercial you described in your letter of August 31st.

The "critical comment of the spots ..." which suggests that Market Street is a mess because of the BART construction would hardly seem challengeable. The sad fact of so many Market Street businesses closing down would seem to bear out the difficulty merchants are having because of the BART construction and the beautification program.

During the last several years KCBS has covered both projects in considerable detail in order that our listeners would be equipped with sufficient information to draw accurate conclusions about them. I am advised that the station had attended and aired material from numerous press conferences held by the Market Street Development Project over the years. For almost a full year now, KCBS has presented "BART Outlook", a series of reports on the progress of this undertaking. I am satisfied that a balanced point of view has been provided by these two means as well as many other reports dealing with these subjects. Your request for air time to respond to the commercials is therefore respectfully denied. I have, however, asked the sales manager to send your criticism on to the advertising agency and/or client in order that they may take whatever action they may feel is necessary or proper.

Very truly yours,

Mr. Bernard Averbuch
Executive Director
Market Street Development Project
870 Market Street
San Francisco, California 94102

September 7, 1972

market street development project
MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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JGLAS A. WALSH
man San Francisco
poration
ECUTIVE DIRECTOR
NARD AVERBUCH

MEMO: EDITORS

Two stars of stage and screen will be present at a Market Street sidewalk brick laying ceremony to be held at 10:30 a.m. Wednesday 6 September 1972 on the north side of the street at Powell and Market, by the cable car turntable.

The two are Dennis Day and ~~June Allyson~~ DANA SUZANNE, starring in "No, No, Nannette," at the Curran Theatre. Dennis Day and ~~Miss Allyson~~ will be initiated as "honorary union bricklayers" and then place down a number of brick as part of the Market Street sidewalk beautification program.

Patrick J. Canavan, secretary-treasurer of Local 7 of the Bricklayers Union, will be present for the union initiation ceremony. Employees of McGuire and Hester construction firm will be present to aid in the brick work.

Sidney A. Haag, president of MSDP, will preside at the ceremonies and will present the two stars with a mounted souvenir of the actual Market Street brick after their brick laying chore.

# # #

Market Street Merchants Still Battling

The S.F. Trench War Drags On

By Dale Champion

Another volley of merchant complaint was fired yesterday in the weary, useless war over Market street construction.

For nearly an hour, three business representatives poured out their woes to City Engineer Robert C. Levy in a tiny, makeshift office next to Cochran's Pool Hall, upstairs at 1028 Market.

VIEW

Everyone there spent a good deal of the time hunched over at the window, looking down at the scarred street, clogged with construction equipment and materials between Sixth and Seventh streets.

"It's been that way for the last six months," said Ralph E. Piper, a jeweler with a store at 1066 Market. "We were told something would be done about the clutter, but nothing has been done."

He and his merchants - in arms, John Johnston and Al Alverez, managers of a novelty store at 1072 Market, complained particularly about a traffic lane being used to park equipment, the shabby barriers used to separate it from other lanes and uncollected litter.

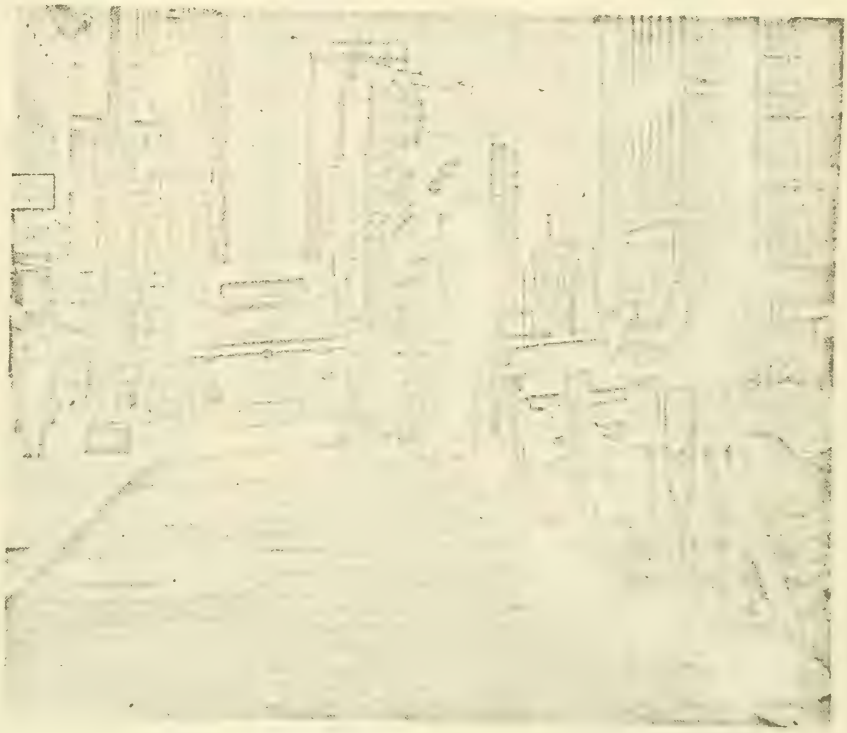
"This place looks a garbage dump," Alverez told Levy. "It's cheap. I can't imagine any other city putting up with this."

Levy was a patient listener, but he offered no immediate cures for the problems. He said re-location of a high - pressure water line and some Pacific Gas and Electric Co. work should be completed before Thanksgiving.

"If the jobs aren't done then," Levy said, "everything will be shut down and any openings plated over until New Year's."

Even with completion of that work, though, the traffic barriers will remain for at least several more months, Levy said.

As for the trash, he said that was the responsibility of the street cleaning division of the Department of Public Works. He also works within the same department.



Trench debris clutters up Market street between Seventh and Sixth streets

November 19, 1972 ☆☆☆ Section A Page 3
S. F. Sunday Examiner & Chronicle

Holiday Look on Market St.

By John Burks

Something magical is going to happen to all the obstruction and construction and renovation and aggravation and beautification and mire and noise that goes by the name of Market Street.

It's going to get better for a few weeks — from the day past Thanksgiving, November 24, to January 1 — so holiday shoppers can do their stuff without too much hassle.

According to Bernard Averbach, executive director of the Market Street Development Project:

• All construction work on downtown portions of the street will be shut down and, wherever possible, decked over.

• Bricklayers have been given a speed-up directive, assuring that sidewalk work will likewise be cleaned up and shut down.

• There will be 42 additional uniformed police along downtown Market Street to keep traffic going more like it oughta. Especially auto drivers who ignore detour signs. They'll start getting a lot more tickets.

• More tickets will be written on cars that park on sidewalks between 6th and 7th Streets — a very large gripe of long - suffering merchants on that block.

That's the gist of a news conference Market Street Development project has scheduled for Tuesday morning, where police, city officials and retailers (among them representatives of Woolworths, Emporium, Grodins, Roos-Atkins will spell out Operation Christmas in fuller detail.

Bart's Hole

It is City tradition that major downtown construction is halted for the holiday season. What makes it dramatic this year is BART's big hole in the pavement.

Actually, the digging has just as much to do with the Municipal Railway as it does the Bay Area Rapid Transit system. That big gulch, when it's finished, will handle both BART and Muni underground stations and tracks.

In fact, the area of Market Street presently most heavily affected — the stretch beyond Van Ness, southwest toward Twin Peaks — is all Muni's. BART veers south, down Mission Street, near Civic Center.

Hearings Asked

Whatever the source of the din and congestion, merchants don't (no pun intended) dig it.

And neither does Supervisor Robert Gonzales, chairman of the board's Streets and Transportation Committee, who tomorrow will ask the Board of Supervisors to schedule hearings on the Market Street mess.

In May, Gonzales sought — and got — assurances from city officialdom that impaired access to stores and impedimenta on the streets and sidewalks would be straightened out.

"Now," complains Gonzales, "it appears that the City is not only betraying the trust of these merchants, but that the Police Department has been lax in enforcing traffic regulations which would facilitate operation of the Municipal Railway."

In other words — as any car owner with the will to drive on Market Street can tell you — the cops haven't been giving many tickets to drivers who skate the detour signs and get in the way of Muni buses and streetcars.

Big Barrier

Muni general manager John Woods complained last week to the Public Utilities Commission that because of police failure to keep Muni's right of way free of traffic "we're competing with unauthorized vehicles on the street," thus slowing down Muni riders.

Supervisor Gonzales also will demand that construction contractors be a good deal tidier about their work.

Merchants between 6th and 7th Streets maintain that their portion of the thoroughfare has been used as a "parking lot" for heavy construction equipment.

"They tore up the street months and months ago," says Ralph N. Piper, jewelry store owner, "and then they never did any work on it. It just sat there as a big barrier between us and our customers. They could have completed it weeks ago.

"Last month is the worst month I've ever had in 11 years here. Business was down 50 to 75 percent. And it's not the customer's fault. Look at these bouncy plywood walkovers and the torn up sidewalks and the heavy equipment. It looks like a disaster area."

Police did start clamping down on construction workers who had been parking their private cars on the sidewalks in front of Piper's and other businesses. But there is an unpleasant side effect to this.

Now, according to Stephen Moses, who runs the Dublin Inn cocktail lounge, the police are also ticketing delivery trucks.

Single Lane

"These beer truckers," says Moses, "they aren't going to park around the corner and haul in 30 cases of beer.

"They can't park out in front on the street without stopping traffic completely. It's single lane. So they pull up onto the sidewalk and in ten minutes they've got a $10 ticket. It isn't right."

Moses, Piper and others on the street fear that the construction moratorium is only going to mean that work stops while the heavy equipment and mess remains on their block.

"I wish they'd keep right on working and finish it up," says Piper. He notes that no less than four merchants

The mess that is Market . . . debris, buses, waiting passengers . . . the jumble seems endless
Examiner photo by Bob Bryant

have gone out of business in his side of the block alone. "And if I have many more months like this last one, I might have to join them."

Responsibility

Sup. Gonzales feels it should be the Department of Public Works' responsibility to make contractors stick by provisions of their City contract, calling for the least possible congestion and disruption of businesses.

But the DPW takes a somewhat different view.

DPW assistant director Geoffrey Lee says contractors have, basically, lived up to their contracts you immore conditions you impose on a contractor," says Lee, "the more the job costs to complete — compared to where the contractor has a relatively free hand.

"In future contracts, if we want to put more conditions on the contractors, we're going to have to realize that we'll pay the tab for it."

Meanwhile ... Did you think we said there wasn't going to be ANY construction work on Market Street during the holidays?

Light Work

There will be some street light and traffic light work here and there.

There will be some street work involving high pressure water lines on Third and Fourth Streets near Folsom.

There will be some sewer work offstreet at Bush and Market streets, affecting foot traffic.

Work will continue on the Andrew Hallidie Plaza, on Market Street, across from Fifth Street, separated from the sidewalk by high fence.

Moratorium

PG&E is observing a Nov. 4 — Jan. 1 moratorium in all streetwork in the area bounded by Market, Taylor, Pine, Front, Fremont, Howard and 5th streets during business hours, exceept for emergencies.

But Muni construction on Market to the south of the downtown shopping area will continue.

The same traffic detours at Van Ness and Church streets will apply. The new wrinkle is that there will be cops there to make sure everybody plays by the rules.

San Francisco Examiner
Thursday, January 11, 1973

Messing Up Market

THE Market Street Development Project has asked the Northern California Peace Coalition not to post signs advertising its Jan. 20 peace march on BART construction barriers, telephone poles and other sites along Market Street. Earlier, the project had made a similar request of various sign companies, some of whose workers will slap a poster on anything that doesn't move. We hope for general compliance. Market Street currently is in an ugly stage of its metamorphosis and needs any help it can get.

Bricklayers Weren't at Fault

Bricklayers have their pride, and union business manager Pat Canavan quickly set the record straight yesterday on a Market street beautification project error.

Workmen began tearing up a 60-foot section of recently laid brick in front of the Emporium on Monday.

It looked like a goof by the masons.

But the blame belongs, Canavan said, with laborers who installed two grates in that area two inches higher than they should have been. That caused the bricklayers to set the bricks two inches too high. So the bricks had to come out. And the grates too.

Foreman Bob Langenberg confirmed that the masons were not at fault. "Somebody made the error before they came on the job," he said.

The corrective work is being done at the contractors' expense, Langenberg said.

Traffic Pattern Change at 5th and Market

Starting next Sunday certain traffic pattern changes will go into effect in the downtown area near Fifth and Market Street. As of that day, Eddy Street, between Gough and Fifth Street, will become ONE-WAY eastbound. Ellis Street, between Gough and Market Streets, will become ONE-WAY westbound The new street, formerly Anna Lane, will become Fifth Street North, and will extend to Market. That portion of Fifth Street North, which crosses via a bridge, over Hallidie Plaza, will be TWO-WAY, but between Eddy and O'Farrell Streets traffic will be ONE-WAY north. The photo was taken by Examiner photographer Sid Tate from atop the former J. C Penney Building.

This was the scene at the official opening of Hallidie Plaza at Powell and Market Streets—the first phase of beautification program

Fri., Mar. 16, 1973 S.F. Examiner—Page 21

Wine for the Bricklayers

An unexpected treat was provided bricklayers redoing the sidewalks on Market yesterday afternoon when they got to the Hoffman Grill at 619 Market St. Joe Betz, owner of the establishment, invited the workers to lunch as his guests. And along with the food Betz provided champagne for the men. In photo above, Betz is shown serving the food while Franc Turken, right, pours the bubbly.

—Examiner Photos

Also, a Cave-in 15 March 1973

Two Ceremonies Honor Cable Car

By Dick Alexander

Andrew S. Hallidie and the cable car he developed 100 years ago were memorialized yesterday in separate ceremonies in The City.

Mayor Alioto and a number of civic dignitaries officially opened Hallidie Plaza at noon at Powell and Market Streets and dedicated a plaque to the inventor.

Then, from 5 p.m. to 8 p.m. San Francisco Beautiful presented its "Gala Salute to the Cable Car Centennial" with music and flowers at the Palace of Fine Arts.

Line Closed

And — wouldn't you know it? On the same day, a street cave-in occurred in the Financial District, putting the California Street cable cars out of action for possibly a week, while a minor traffic incident on Powell last night tied up cable cars to Fisherman's Wharf for nearly an hour.

Meanwhile, an unidentified Market Street soothsayer was heard to mutter, "Beware the rides of March."

Capping the day's activities, membership in a new organization, "Friends of the Cable Car," was offered for the first time to guests at the Palace of Fine Arts. Founding memberships may be obtained until 1974.

Inscription

A permanent inscription unveiled at Hallidie Plaza, which connects the street with the concourse level of the BART Powell Street Station, reads:

"This plaza is dedicated to Andrew S. Hallidie, developer of the cable street railway in 1873. His ingenuity gave San Francisco the cable car memorialized in song, declared a national landmark and forever loved by the people."

The Sixth U.S. Army Band kicked off the ceremonies at the Plaza — the first completed phase of the $34.5 million Market Street Beautification Program.

Speaking Roster

Speakers included the Mayor; Sidney A. Haag, chairman of the Mayor's Committee for the BART Opening Festival; William Chester, BART board of directors' president; Mrs. Hans Klussmann, chairman of the Cable Car Centennial, and J. Howard Patrick, chairman of the Mayor's Advisory Committee for Market Street.

The music portion of the Palace of Fine Arts festivities included selections by the Lowell High School Pep Band, a barber shop quartet, The Cable Chords, and cable car champion bellringer, Joseph W. Nobles. A cable car film was also shown.

Dignitaries

Participants in the program included Mayor Alioto, plus Robert R. Gros, PG&E vice president for public relations; Mrs. Klussmann; Chief Administrative Officer Thomas Mellon; Utilities General Manager John Crowley; and Dr. C. Albert Shumate, a leader in preserving the cable cars for the City.

The "Friends of the Cable Car" will comprise a permanent body of citizens of San Francisco and the world who donate $25 or more to preserving and maintaining the cable car service.

San Francisco Chronicle ★★ Thurs., Mar. 15, 1973

The Newest Plaza In Town

Several hundred spectators gathered in bright sunshine yesterday for the dedication of the $2.5 million Hallidie Plaza at Fifth and Market Streets. Chronicle photographer Terry Schmitt took this picture from the top of The Flood building.

DAILY COMMERCIAL NEWS Thursday, March 15, 1973

Civic Ceremonies Dedicate New Hallidie Plaza at BART Station

Hallidie Plaza, keystone of the BART Powell St. Station, was opened yesterday with an address by Mayor Joseph L. Alioto and the unveiling of a permanent inscription memorializing Andrew S. Hallidie, father of the cable car system.

The inscription reads: "This plaza is dedicated to Andrew S. Hallidie, developer of the cable street railway in 1873. His ingenuity gave San Francisco the cable car – memorialized in song, declared a national landmark and forever loved by the people."

A concert by the Sixth United States Army Band kicked off festivities at the Plaza – the first completed phase of the $34.5 million Market Street Beautification Program. The Sixth Army Color Guard presented the flags.

Paul Speegle, editor of the Recorder, was master of ceremonies and introduced the mayor and other speakers, including Sidney A. Haag, chairman of the Mayor's Committee for the BART Opening Festival; William Chester, president of the BART board of directors; Mrs. Hans Klussmann, chairman of the Cable Car Centennial, and J. Howard Patrick, chairman of the Mayor's Advisory Committee for Market Street.

Hallidie Plaza, under construction since January of 1972, was designed by William Hull of the joint venture architects. Christensen and Foster of Santa Rosa were the builders.

The Plaza connects the street with the concourse level of the BART station, expected to be one of the most heavily used stations in the entire system.

Triangular in shape, with its long base along Market Street, the Plaza is divided into two unequal sections by the Fifth Street extension. The two parts are connected by a broad, arcade-like passage under Fifth Street. Along one side of the passageway is a glass-enclosed space designed to accomodate a visitor-oriented activity. In the eastern section of the Plaza is the BART station.

Both stairs and escalators provide easy access to the central sunken portion of the Plaza which is laid with brick in a herringbone pattern.

The walls of the central portion of the Plaza are terraced and will eventually be covered with masses of Baltic ivy.

Rosemary, wisteria and other hardy plants will be grown in planters in the lower three terraces.

Three different types of trees will grow in the Plaza: honey-locusts, carobs and London Plane. Additional color will be obtained by the use of seasonal flowers in the various planters through the Plaza. At night the plaza will be fully illuminated.

New Place In the Sun

Hallidie Plaza, a brick and granite link between the City's cable cars and BART, was dedicated yesterday noon with band music, brief speeches and bright sunlight.

The $2.5 million sunken plaza at Powell and Market streets will serve as the main entrance to the Powell street BART station when trains begin running beneath the bay to San Francisco Service is scheduled to start in September.

"This shows it is quite possible to harmonize great developments with artistic beauty," Mayor Joseph L. Alioto said, declaring there were "only four or five cities in the world with central spots like this."

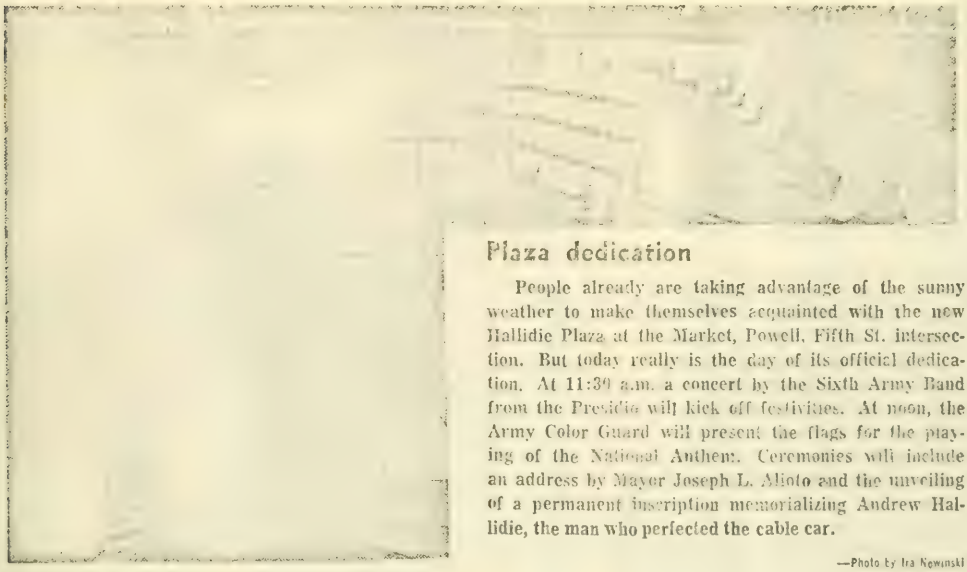
Several hundred spectators gathered for the half-hour program, most of them lining the brass railings at street level where they could peer down at the Sixth Army band, the dignitaries and the honey locust, carob and London plane trees planted in the brick walkway.

Baltic ivy has been rooted at the base of the plaza walls, and flowers were placed in planters. A restaurant or some other visitor-oriented enterprise is expected to open later in the area where the plaza passes beneath the new Fifth street extension north of Market street.

The program closed with the dedication of a plaque to Andrew S. Hallidie, who developed the cable car 100 years ago – an event that will be marked with ceremonies this summer.

The inscription praises Hallidie, "(whose) ingenuity gave San Francisco the cable car memorialized in song, declared a national landmark and forever loved by the people."

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500



Plaza dedication

People already are taking advantage of the sunny weather to make themselves acquainted with the new Hallidie Plaza at the Market, Powell, Fifth St. intersection. But today really is the day of its official dedication. At 11:30 a.m. a concert by the Sixth Army Band from the Presidio will kick off festivities. At noon, the Army Color Guard will present the flags for the playing of the National Anthem. Ceremonies will include an address by Mayor Joseph L. Alioto and the unveiling of a permanent inscription memorializing Andrew Hallidie, the man who perfected the cable car.

—Photo by Ira Nowinski

Photos by Greg Peterson

It hasn't been dedicated yet but hundreds flocked to Hallidie Plaza to read or stroll or just enjoy the sun

Hallidie Station

Crowds Flock to Preview

Hallidie Plaza, a handsome $2.5 million improvement to the Fifth and Market streets intersection, isn't scheduled for its official dedication until Wednesday, but the sunny skies yesterday brought out hundreds of persons who enjoyed it immensely.

Bright and warm in yesterday's sunshine, the plaza — named for Andrew Hallidie, inventor of the cable car — was a perfect spot for strolling, sitting, sunning, reading or sliding down the 40-foot separator between the up and down escalators that will be used for the BART station there.

Until just a few days ago, the plaza had been concealed by board fences and most San Franciscans, riding by on Market street buses and streetcars, had no idea what it looked like.

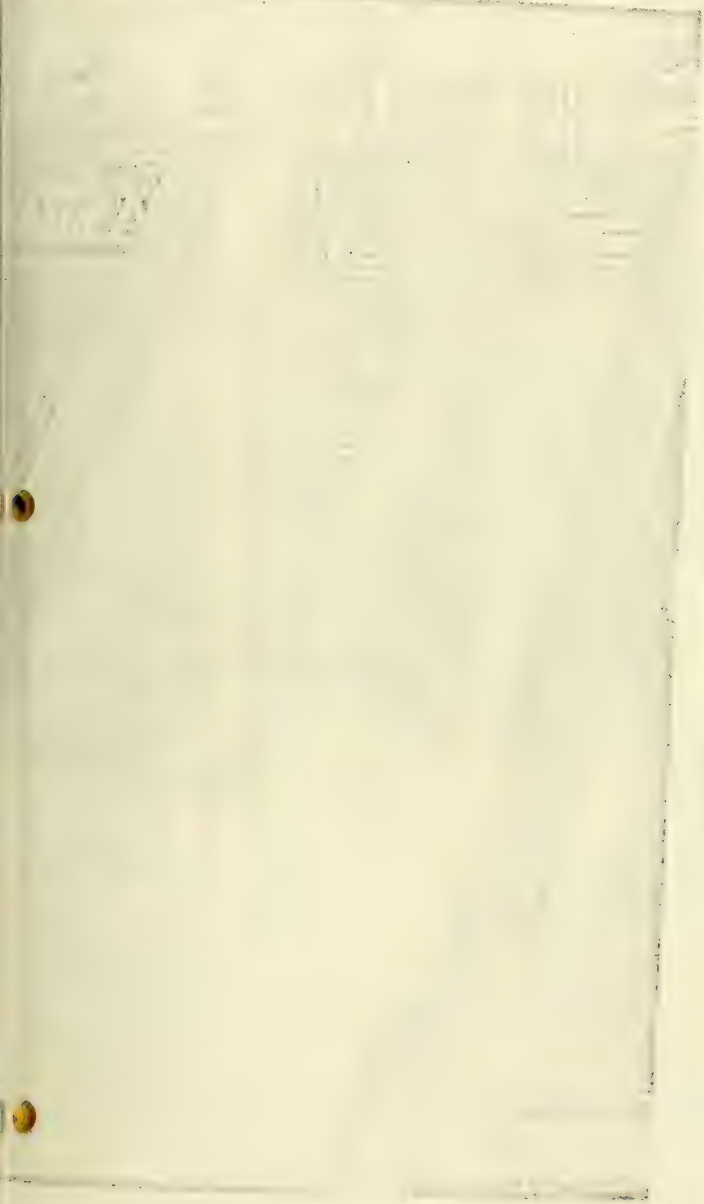
Youngsters, happily sliding down the divider between the still disconnected escalators, had one complaint.

"It'll be even better when they get this thing running," one lad said, between nuffs and puffs. "Then we can ride back up for another slide down."

Then he went running back up the escalator steps.

A Sunny Start For BART Plaza

12 March 1973



For the kids, the escalator was the most fun

The sun hit the sunken plaza just right

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Who's Going to Clean Hallidie Plaza?

By Donald Canter
Urban Affairs Writer

A bureaucratic squabble threatens to turn an almost completed $2.5 million sunken plaza in downtown San Francisco into the nation's most glamorous sunken dump.

Built near the Powell Street cable car turntable and part of a $34 million Market Street beautification project, Hallidie Plaza will be dedicated March 14.

With its landscaped terraces, trees, shrubs, ivy, granite staircases and escalators leading into the three level BART station, it's as perfect a project as the City has ever built.

Cleaning

There is one slight oversight: Amid all the grand planning, somebody has forgotten to pin down the responsibility for maintaining and cleaning the plaza.

So now there's nobody willing to assume that chore.

Said Merrill Cohn of The City's Transit Task Force, the organization charged with coordinating the planning and construction of the plaza:

"It was my understanding that the Department of Public Works would maintain and clean the plaza."

S. Myron Tatarian, The City's public works director, however, has already announced his department wants no part of that job.

Responsibility

In a letter to Bernard [illegible], executive director of the privately organized Market Street Development Project, Tatarian said:

"Regarding your letter of Jan. 9, in which you request that this department initiate plans for maintenance and cleaning of Hallidie Plaza, please be advised that our Bureau of Street Cleaning cannot assume this responsibility since the plaza per se is not a part of the street

Hallidie Plaza, looking west from Powell Street near Fifth

—Examiner photo by John Garmac

Notified of Tatarian's refusal, Cohn said that it might be possible to charge the Recreation and Park Department with the upkeep of the plaza.

Rec-Park General Manager Joseph Caverly at first said he wasn't sure where Hallidie Plaza is located before noting that nobody had the maintenance and cleaning problem.

So nobody would get any ideas, Caverly added:

"And not under any circumstances would I think to take care of it. I would think this is the job of Public Works. We have already enough trouble running what we've got."

other dignitaries, bands and a color guard will be on hand for the dedication of Hallidie Plaza, named for the inventor of the cable car. Elaborate arrangements are already underway by a committee headed by Cyril Magnin.

Who will clean up after the ceremony is as yet [illegible]

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Mosquito Plague On Market Street

By Jerry Carroll

Poor, suffering Market Street — mutilated by ART and beset by beautification — now has had another plague visited upon it.

This time it is culex pipiens, which is Latin for a breed of mosquito that is driving merchants mad along a stretch of Market between Sixth and Seventh streets.

"I bought this place in May," Art Fitzgerald, 47, of Hal's Smoke Store said yesterday. "If I had known then, I would never have bought it.

"Oh, you wouldn't believe it," he said in a tormented manner. "I use up three cans of Raid a week. I keep it on either side of the counter.

"When you come in in the morning, they attack you," he said.

RECORDS

Across the street from the smoke shop at the Record Gallery is a marquee with the following message:

"Open Plea to the Mayor and Board of Health: "Help! Mosquitoes Infesting Market.'"

"When you're moving around, it's OK," said manager Donald Gerstman, 40. "But just sit down and they get you."

He peered at his visitor. "There! You've got one on your face," Gerstman cried. A wave of the hand and it was gone, but it settled a moment later on Gerstman's head.

The sign on his store shows it pays to advertise. William S. Stinebaugh, an inspector for the Health Department, was one of four men sent out yesterday to investigate the mosquito infestation.

"I haven't heard a complaint up to now. That's strange, because this is my district," Stinebaugh said.

He examined with interest two mosquitoes captured in a bottle by salesman Tyler Barnes, 19.

"I get bitten every day," Barnes complained.

Stinebaugh said he didn't think there had been any particular "outbreak" of mosquitoes in the area.

He could have got plenty of argument along the street.

"It's so bad you can't open your mouth without one flying into it," remarked Robert Roger, 32, a salesman at Columbia Music up the street and across the block.

"The small ones go right up your nose," he added.

"If you have a desk job or something, you get bitten," said a woman at the USO who didn't want to be identified.

DIGGING

Most of the businessmen interviewed are convinced the mosquito plague first made itself felt when workmen began their latest round of digging up Market.

"Two months ago," said Gerstman.

"It was the later part of April, when they first began opening the street and closing it," Rogers said.

Health inspectors planned to descend into the depths of the BART tunneling in search of the shallow, standing pools of water where mosquitoes breed.

BASEMENT

In the meantime, a canvass of stores in the area uncovered a bonanza of the whining, stinging things in one basement where a sump pump had failed and water had collected.

"There were just thousands of them," said Santos Sanchez, assistant chief of the city's Bureau of Environmental Health.

Richard Peters, chief of the state's Bureau of Vector Control in Berkeley, said the mosquitoes found in San Francisco do not carry disease and have not developed the resistance to insecticide of their San Joaquin Valley cousins.

He inclines toward the theory that BART might be a nursery for mosquitoes. "You always have a lot of water around construction work," Peters said.

DAYS

In San Francisco, a new generation of the insects can be produced every ten days to buzz and bite and generally make life hell, Peters indicated.

The areas around the Marina, Russian Hill, Presbyterian Hospital and parts of Marin county also report an uncommon number of mosquitoes.

"You almost have to go house to house to find out where they're breeding," said Stinebaugh.

Back at the Record Gallery, salesman Barnes was asked what he was going to do with his two captive mosquitoes.

"I'm going to eat them," he said . . . vindictively.

Tyler Barnes held a can of bug spray outside

BERNARD CZESLA
CHIEF DEPUTY

J. GOULD
OWEN K. KUNS
RAY H. WHITAKER

KENT L. DECHAMBEAU
ERNEST H. KUNZI
STANLEY M. LOURIMORE
SHERWIN C. MACKENZIE, JR.
EDWARD F. NOWAK
EDWARD K. PURCELL
PRINCIPAL DEPUTIES

ANN M. MACKEY
DEPUTY IN CHARGE
LOS ANGELES OFFICE

3021 STATE CAPITOL
SACRAMENTO 95814

110 STATE BUILDING
LOS ANGELES 90012

Legislative Counsel of California

GEORGE H. MURPHY

Sacramento, California
June 30, 1970

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DAVID E. WHITTINGTON
JIMMIE WING
DEPUTIES

Honorable Milton Marks
Senate Chamber

Districts - #12079

Dear Senator Marks:

QUESTION

You have asked whether a special district may be formed for the Market Street Mall in San Francisco for the purpose of maintaining and cleaning the mall area, with the cost to be borne by a tax on the property of adjoining merchants being benefited thereby.

OPINION AND ANALYSIS

We have no information with respect to the precise law under which this particular mall was financed.

On page 12 of the Ballot Pamphlet for the Consolidated Primary and Special Election held in San Francisco on June 4, 1968, the Controller for the City and County of San Francisco describes what appear to be general obligation bonds of the city in his cost analysis of Proposition A, which relates to the Market Street Reconstruction and Improvement Bonds of 1968.

The analysis also contains an estimate that the mall would require an annual increase in maintenance costs of $90,000, and the analysis assumed that such additional costs would be paid from the general property tax levy. We have no information with respect to whether or not this additional maintenance cost is now a part of the bond contract.

If such costs are a part of such contract, both the State and Federal Constitutions would prohibit the impairment of the obligations thereof (Art. I, Sec. 10, U.S. Const.; Art. I, Sec. 10, Cal. Const.; County of San Bernardino v. Way (1941), 18 Cal. 2d 647, 661).

However, if maintenance costs are not covered by the bond contracts, it might be possible to form a district of the type here contemplated.

The Pedestrian Mall Law of 1960 is provided for in Part 1 (commencing with Section 11000) of Division 13 of the Streets and Highways Code. If, for example, the Market Street Mall were formed under this law, specific provision is made for a special ad valorem assessment for the maintenance of the mall (Secs. 11803-11805, S. & H.C.).

Moreover, Chapter 6 (commencing with Section 60000) of Division 2 of Title 6 of the Government Code provides that any portion of a city may be formed into a special municipal tax district for the purpose of levying upon the taxable property in the district a special tax not to exceed $1 for each $100 of assessed value, with the proceeds to be used for the maintenance of any public improvement (Sec. 60000, Gov. C.). The formation of such a district has all the usual requirements of notice and hearing and an election on the question (Secs. 60062, 60092, 60120, Gov. C.), and a special municipal tax district does not continue in existence for more than five years (Sec. 60001, Gov. C.).

As may be seen from the above discussion, it is possible in various circumstances to form a special district for the purpose of maintaining and cleaning a certain area, with the costs to be borne by adjoining property owners receiving special benefit thereby.

However, we have no information with respect to whether or not any such enabling act would be applicable or feasible with respect to the Market Street Mall in San Francisco.

Very truly yours,

George H. Murphy
Legislative Counsel

By Russell L. Sparling
Russell L. Sparling
Deputy Legislative Counsel

RLS:ad

October 5, 1969
S. F. Sunday Examiner
& Chronicle

Market St. Lights Mystery Deepens

Officials are puzzled by recurring reports, and some evidence, that old Market Street light standards are turning up in private hands.

The 53 year old cast iron light stands, topped by fixtures housing three, large, egg-shaped glass globes, are part of the prized "Path of Gold" streetlight system, built from the waterfront to the Civic Center.

To make way for Bay Area Rapid Transit District construction, LeRoy Clark, director of the Bureau of Light, Heat and Power, said 66 of the ornamental stands were removed.

The BART engineers are obliged to restore the light standards and poles, which were designed by sculptor Arthur Putnam and feature bas relief figures of California miners, Indians, cougars and bears, and Pacific Gas and Electric Company is to restore the luminairs, which were designed by Willis Polk.

Clark and engineers for BART and PG&E insist it would be no problem replacing the entire 66, except for the cost.

But they were disconcerted this week to hear The City Landmark Preservation Board questioning the whereabouts of the lights.

Five of the globe fixures now adorn a South of Market restaurant and the owner claims he knows of four or five other places that have them.

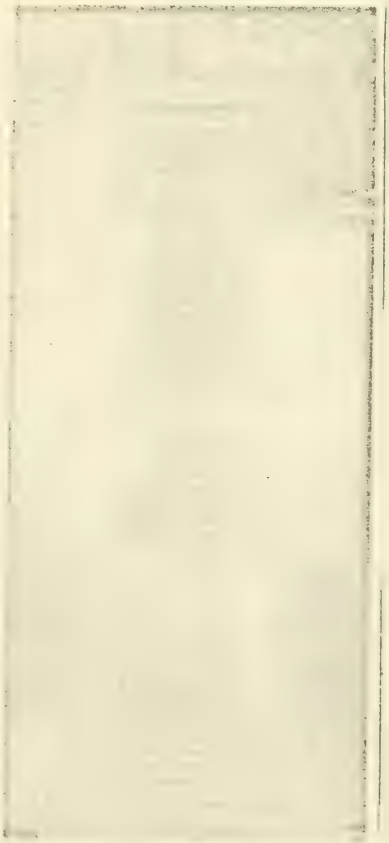
Two of the ornate standards, or exact copies, stand at the entrance to a private museum in San Rafael and the owner said he has five altogether, which he bought in Oakland almost two years before BART construction began.

Howard Smith, who runs General Equipment Sales in Mountain View, and who sold five globe fixtures to the Page One restaurant, said these came from a lot of nine that a junkman sold his firm a year ago.

Waddell F. Smith, who operates the Pony Express Museum in San Rafael, said he tracked down five of the ornate standards and poles almost four years ago in the hands of an Oakland developer.

The Market Street lights did not start being dismantled for BART construction until August of 1967, and Smith said he is certain his did not come from that operation.

The only lampstand on formally sanctioned display is in the 1620 Market St offices of the Market Street architectural design team, Charpt, Warnecke and Halprin.



MARKET STREET LIGHT STAND?
Two located in a San Rafael front yard

Engineer Bob McKillican of PG&E admitted he was perplexed by the appearance of globe fixtures elsewhere because company inventories show all the displaced Market Street material, which PG&E disposed of to be in stock.

BART engineers, likewise reported their contractors have the lightstands stored in guarded corporation yards in Danville and South San Francisco.

Members of The City's Landmark Preservation Board intend to check those guarded yards and see for themselves.

Page 14—S.F. Examiner ☆☆☆ Mon., Sept. 25, 19 1971

A 'Path Of Gold'-- Almost

By H. W. Kusserow
Urban Affairs Writer

Market Street beautification is almost at the stage where the famous "Path of Gold" can be restored to the sidewalks.

But in the eyes of the typical tradition-bound San Franciscan, the gold will be somewhat tarnished because it won't be the same Path of Gold street light system that was taken down in 1967 to accommodate BART construction and street beautification.

Identical, but not the same.

The restoration process is scheduled to begin early in 1973, according to Jack Barron, director of the City's Market Street Transit Task Force.

The new light standards will be "identical in every respect" with those that lighted the famous boulevard for more than a half a century, assured Barron.

Hollow-Steel

They will be of hollow steel with cast iron bases, blue in color with gold trim at the top, he said.

The ornate standards, first designed by Arthur Putnam, will feature the same bas relief sculptor depicting California miners, Indians on horseback, cougars and bears.

The lights atop the 32-foot, five-inch standards will be different from those of yesteryear, however. They are high-pressure sodium vapor lights that have more than twice the intensity of the old ones.

But they will cast the same golden glow that gave them their name during the San Francisco Illumination Festival in 1916.

Decided to Wait

Barron said they are being manufactured by the Abbott Electric Company under a $1.3 million contract awarded several months ago.

Some would be ready for installation this year, Barron said, but it was decided to wait until after the holidays in line with the policy of halting Market Street work during the Thanksgiving - to - Christmas period.

The new standards were ordered after the City called for bids to refinish the old standards and modify them for the new type of lights and there were no bidders.

It also was estimated that in view of the lack of competitive bidding, it would probably cost more to refinish the old standards through a negotiated contract than buy new ones.

The poles will be placed some 12 feet from the curb in a different alignment from the old lights because of the widened sidewalks and tree planting program.

Also, Barron said, the new Path of Gold will consist of 232 standards against 199 in the old "path." They will extend from Steuart Street to the Central Freeway overpass.

This is what the old lights looked like.

The Greatest Shopping Center of All

BARBARA J. BRADY

The prophets who cry doom for downtown retailers don't have much of a following in San Francisco these days. In fact, optimism pervades the retail community.

Many San Franciscans moaned over the pending loss of the City of Paris—until Amfac (whose retail group generated revenues in excess of $200 million in 1971) came along to breathe new life into the 122-year-old San Francisco tradition.

The closing of the White House in 1965, while it may indeed have cast a pall over the retail community, also made a lot of space available for retail development—space that was re-leased.

That square footage lured a number of new merchants into downtown San Francisco (including F.A.O. Schwarz, Mark Cross, Streeter & Quarles West and Peck & Peck) and allowed others to expand. (Brentano's, for instance, had been a City of Paris concession until it moved into much larger quarters on Sutter Street.)

Harris & Frank went under last March, but the two buildings it occupied have been leased by Dayton-Hudson, primarily for the Northern California headquarters of its B. Dalton Bookseller chain. The bookstore will take up the basement, mezzanine and 75 per cent of the ground floor; the remaining ground floor area has been sublet to a women's apparel firm, and 16,000 square feet of upper floor space will be sublet as well.

Lloyd Pfleuger, president of the Downtown Association, declined disclosing a name, but said that the vacant building that had housed the J. C. Penney Company, at Fifth and Market, is being considered seriously by a large mercantile store.

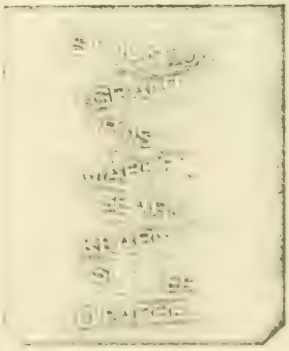
Extensive signs of health and growth over the past several years are obvious to even the casual shopper/observer. Nearly all of the flagship stores have done—or are doing—something tantamount to an expression of faith in the future of retailing downtown.

"None of them is putting all its eggs in suburban baskets," comments Carl Livingston, Jr., president of the Retail Dry Goods Association (and Livingston Bros.).

Examples around Union Square and Market Street:

- A new section of Macy's, fronting Union Square, opened October 1, 1968.
- The Emporium invested $2 million in remodeling during 1971, including floodlighting the store front and overhauling the entire first floor.
- Roos/Atkins made its debut at Fourth and Market Streets on March 5, 1969, after building its headquarters store on the site of a one-time parking lot. Grodin's then moved to downtown San Francisco, across the street into the building R/A had occupied previously. Roos/Atkins' investment in the new property exceeded $7 million.

In many American cities, downtown retailers are hurting... But San Francisco's central retail district is still a three-ring circus.



• Livingston's has been converting and refurbishing and adding new departments. Included are a combination cafeteria/delicatessen/gourmet shop, art gallery and cookware concession, as well as new areas in which to sell the store's specialty, women's apparel.

• Joseph Magnin's Union Square store was given an extensive facelifting last year. The same kind of remodeling just concluded in the Financial District store.

• I. Magnin's converted some office space into more selling space not long ago.

• Brooks Brothers added a floor.

Interest in refurbishment along Market Street has been mounting over the past several years, as the Market Street Beautification Program has shifted into high gear.

The list, which includes the little guys as well as the giants, goes on and on—and it's likely to continue repeating itself.

Jim Ludwig, vice president of Saks Fifth Avenue, points out "merchants can't sit back and reap the benefits of sales—they have to put something back into their stores every year." And he thinks most of them do.

Saks itself has big plans for its future in San Francisco.

It owns the Fitzhugh Building (Post and Powell Streets), and when tenants' leases are up, the store plans to take over the structure, tear it down and build a new Saks Fifth Avenue.

"The last lease will expire in late July 1974. We want to put up the new building immediately," Ludwig told *San Francisco Business*. The proposed structure will more than triple Saks' floor space.

To date, Ludwig continues, Saks has been doing just fine in downtown San Francisco. Despite being "cramped for space and unable to present some of the departments we're well-known for, such as men's and children's wear, gifts and cosmetics," he comments, the San Francisco store boasts "the highest sales per square foot of any branch in the country . . . about the same as in New York (Saks home town)." He stresses the point further by noting that the Saks store in the Stanford Shopping Center has the full line, "but we do more business here."

Although retail sales figures are guarded closely, confidential reports of the Retail Merchants Association show that total volume among the stores in business at the end of 1971 was ahead between eight and ten per cent over the previous year.

Signs of health in San Francisco's retail economy are by no means confined to the long-established stores, nor are they the sole domain of Union Square merchants.

Retail life has been flourishing even on the outskirts of the core shopping center, and has become firmly entrenched in the Financial District—another fact that augurs well for the future of retailing in San Francisco.

On Kearny Street alone, between Market Street and the Bank of America Center, retail business has mushroomed.

Eddie Bauer, sportswear outfitters, founded its second retail outlet in the country in June. (Its first store, logically enough, was established in Seattle, Bauer headquarters. The firm's five-year plan calls for 14 more stores in major metropolitan areas.)

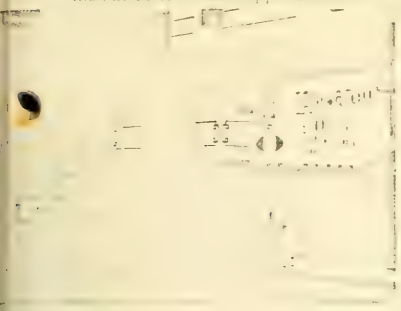
Why San Francisco? Bob Fall, local manager, attributes the choice to the company's large mail order customer base already established in the Bay Area. Furthermore, "we firmly believe in downtown areas."

Although Fall says the 120 Kearny St. store has virtually "destroyed" mail order sales in this area, its business volume is "much more than we'd anticipated." A healthy $1 million in sales is expected to come from its first 12 months of operation alone.

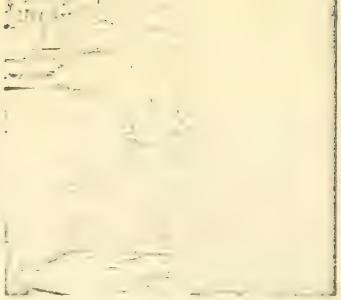
Fall had been warned that Saturdays would be his slowest days on the fringe of what's conventionally been known as the City's shopping district, but he's found the contrary to be true, with people coming in from outlying areas, as far away as Sacramento.

Down the road a piece is Liberated

Saks Fifth Avenue has big plans for its future in San Francisco



Retail life has been flourishing on the outskirts of the shopping district



New bricks are just a part of Market Street beautification.

Woman. Asked what prompted him to establish his first store downtown, owner Bryan Himmelman volunteered, "It's not really downtown—I'm more interested in the Financial District. The terms of retail business are more human down here; you don't have to be open all of the time."

Almost next door is Casual Corner, part of a New England-based chain. It opened for business on May 4. The second San Francisco store went to Stonestown, late in July. Next on the agenda was an outlet on Union Square—Powell and Geary—scheduled to open early in September.

Business also is thriving a block further east.

Mr. G, operated by Glassman Bros., launched its Montgomery Street operation in June of 1971.

Pointing to the benefits of retailing downtown, Foxmoor Casuals' Bill Nandor says the chain's Montgomery Street store grosses more per square foot than does the Stonestown branch. "Of all cities, on the West Coast at least," Nandor's "more excited about doing business in downtown San Francisco than anywhere else."

What accounts for such optimism? Why does the retail community consider itself so well off, especially in light of the fact that San Francisco's steadily losing its middle-income residents, the folks who exert a favorable leverage on retail sales.

The reasons are varied, but they all point to a popular belief that "San Francisco is the biggest shopping center in the Bay Area," in the words of the RDGA's Livingston . . . and the future bodes improvement on that happy state.

Jack Rose, chairman of the board and chief executive officer at Roos/Atkins, concurs . . . and elaborates:

"The biggest positive thing going for downtown San Francisco is that it still affords the shopper the only place in Northern California where he can get the selection, the full view, of what he wants. There are so many good, fine stores."

"We're lucky in San Francisco," he continues, "but that's a tribute to the stores and merchants. I think we're going to grow a lot. You can't match this complement of stores anywhere."

Saks' Ludwig puts it a bit differently: "The suburbs have grown tremendously, and their shopping centers offer a pleasant shopping environment . . . but none provide the variety of services and merchandise" that downtown San Francisco does, he emphasizes.

The merchants are not basking in complacency, however. The remodeling/refurbishment factor is one example. Another is visible in the efforts of various groups with a stake in downtown retailing.

Chris Stritzinger, president of the Post Street Promenade (and managing director of Gump's), feels "attractive areas will draw people . . . that's one advantage beautiful shopping centers have."

Ergo, one of the goals of the Post Street Promenade is "to enhance the beauty" of the three block area from which its membership is drawn "and encourage others to undertake similar projects in their areas."

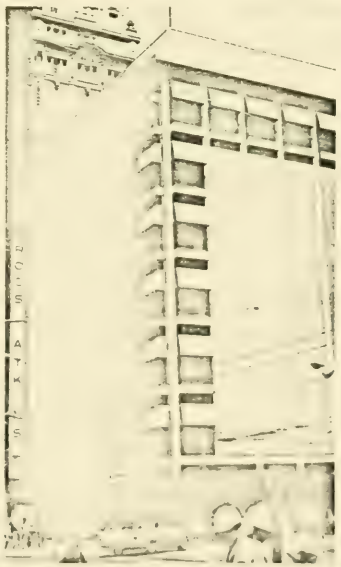
"You can't duplicate the names in this area anywhere—not New York, not Chicago," Stritzinger comments. But the merchants can't rest on those laurels.

"We want to do something different, to make it even more interesting to shop here," Stritzinger adds. "We decided to do something physical first."

So the ornate lampposts lining Post Street are being gilded. These "beautiful sentinels" are meant to help lure people down Post Street from the hotel area. (The hotel building and expansion boom is another factor the retailers consider a boon to their business.)

Other attractions will come in the form of events. As examples, Stritzinger cites Dickensian carolers and

The 1965 closing of the White House distressed the retail community, but new stores now occupy that space.



Roos/Atkins built a new flagship store in 1969—to the tune of some $7 million.

The Emporium invested $2 million in remodeling during 1971 inside and out

An expression of Macy's confidence in San Francisco—a new frontage on Union Sq.

roasted chestnut stands to enhance the Christmas atmosphere along the Post Street Promenade.

Ludwig, as a member of the Grant Avenue Association, shares the sentiments. He notes the association's tree-planting and maintenance efforts, and the annual daffodil and Christmas festivals on Maiden Lane.

"It's an attempt to make the place more attractive to the general public," he explains. "You have to do that, street by street, store by store. Try to think of the future instead of bucking the times."

This is precisely the framework in which the Market Street Development Project works.

"We ask 'What are you doing for the future?'" reports executive director Bernard Averbuch. "And the prospects are looking good," he concludes, enthusiastically citing the ways in which Market Street retailers have kept pace with Market Street beautification.

The stores' remodeling, the new sidewalks (some sections will be dedicated in November), and the anticipation of trees and pedestrian-oriented malls are only part of the story.

Promotion plays an important role as well. Averbuch's crew conducted a test on the day BART's Powell Street station previewed. The test was geared toward seeing how much additional retail business the event generated. No precise dollars-and-cents were reported, but "I took a walking tour the following Monday," Averbuch relates. "All of the stores had sharply increased business that Saturday."

Such events—and we haven't seen the end of them—"all add up to more people, more retailing," he sums up.

Downtown merchants also, understandably, are looking forward to the people BART will bring to the City. Roos/Atkins' Rose decries "this World War III outside," referring to the current BART mess and the fact that "it's not conducive to people crossing the street," but he hastens to add: "When BART's complete, it'll be a tremendous advantage. Think of the great access into downtown San Francisco for so many thousands who heretofore wouldn't hassle traffic and parking."

Some merchants regard traffic and parking as thorns in the sides of doing business downtown. Others, like Ludwig, feel San Francisco is a lot better off on both counts than most cities.

Not everything is hunkey-dorey. San Francisco's had—and still is having—growing pains that sometimes make retailers suffer. Frequently, the mills of City Hall grind slowly in helping alleviate the merchants' problems.

But the retailing community basically can claim a clean bill of health.

"The closing of several stores was a scourge on downtown San Francisco," admits an anonymous retailer. But he adds, "Those that went out of business didn't do so because San Francisco is 'dying'. Their closing bore absolutely no relation to the retail business climate. They would've died in Iowa, too."

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Where the Mess Will Move

Now Upper Market Is In for It

The next subway construction mess on Market street was detailed yesterday by a battery of rapid transit, city and construction firm engineers and officials.

Actually — except for the key Market street-Van Ness avenue intersection— there will just be more of what's been happening on lower Market up as far as Duboce street, for nearly three more years.

The Van Ness station for the Municipal Railway will be built under the middle of the Market-Van Ness intersection, and this appears to be the most troublesome spot for everybody, contractors included.

Within the next several weeks, Market will be closed to through auto traffic between Ninth and Church streets.

Buses and streetcars will continue to run although streetcar tracks will be relocated from the center to the side of Market from Van Ness to Duboce.

Local traffic will be allowed on Market except during 7 to 9 a.m. and 4 to 6 p.m.

Major diversion and cross points for traffic will be at 14th and 12th streets for eastbound traffic, and Hayes street, Grove street and Haight street for westbound traffic.

ROUTE

Thus motorists bound for downtown on Market from the Twin Peaks area will have to turn off Market at Hill and follow 14th to Folsom for example, before he turns left to continue through the downtown area.

Homeward bound, the driver faces an even more complex route. He will have to turn off Market at Hayes, follow Hayes to Gough, turn left on Gough to Haight, then up Haight to Buchanan and finally left on Buchanan back to Market and his usual way home.

While the two diversions are in effect, two major projects will be completed.

Peter Kiewit and Sons is the apparent low bidder for the first, a $10.7 million job to build the Van Ness-Market Muni station and to drive two twin-bore tunnels to connect it to the west end of the Bay Area Rapid Transit District's Civic Center Station at Eighth street.

The tunnels will be bored from beneath the street, so this phase of the project will involve minimal surface disruption.

But building of the station will mean the relocation of the Muni's No. 47 line to Trenton street southbound and to Ninth street northbound.

Streetcar stops now on Market at Van Ness will also be moved back.

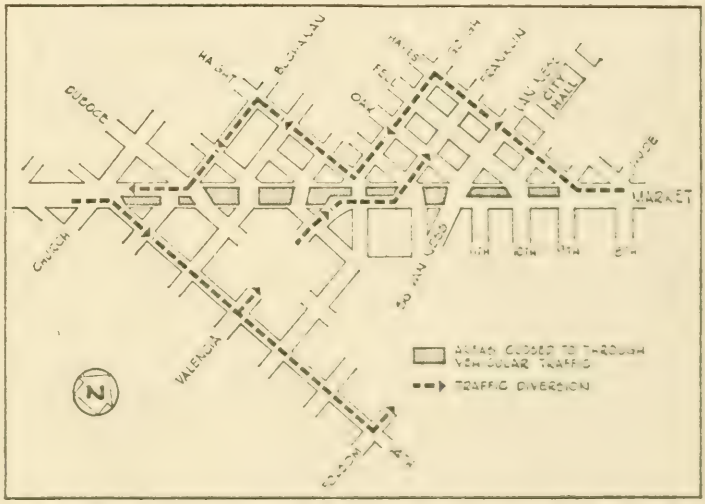
North-south auto traffic on Van Ness will be kept open, but there will be some shifting of lanes from one side of the street to the other during construction.

The second contract, for $10.9 million, will be completed by Frank Colnon and Dravo will put the Muni underground from 12th street to Duboce.

And Market will be closed open for the entire distance and a huge trench cut in it to hold the Muni tunnel. Then it will be covered over and normality will return in December, 1972.

"We wanted to get [illegible] only in the summer," came as a shock to [illegible] Merrill, vice president of the Transit Task Force and some 50 Market Street merchants and property owners yesterday.

Some appeared shocked, but all agreed that [illegible] the proper position of the [illegible] who will have to [illegible] plaints.



Where Market street will be closed and how traffic will be diverted

REPORT ON

PROPOSED SIGN REGULATIONS

FOR MARKET STREET

San Francisco Department of City Planning

January 1970

REPORT ON
PROPOSED SIGN REGULATIONS
FOR MARKET STREET

The Need and the Opportunity

For much of San Francisco's history, Market Street has been a center of commercial activity in the city and a focus for life in the Bay region. Market merges two separate street patterns, forms a transit spine for downtown, attracts more pedestrians than any other street, and hosts public ceremonies. This prominence has created an interest in the appearance and vitality of Market Street unparalleled anywhere else in the region.

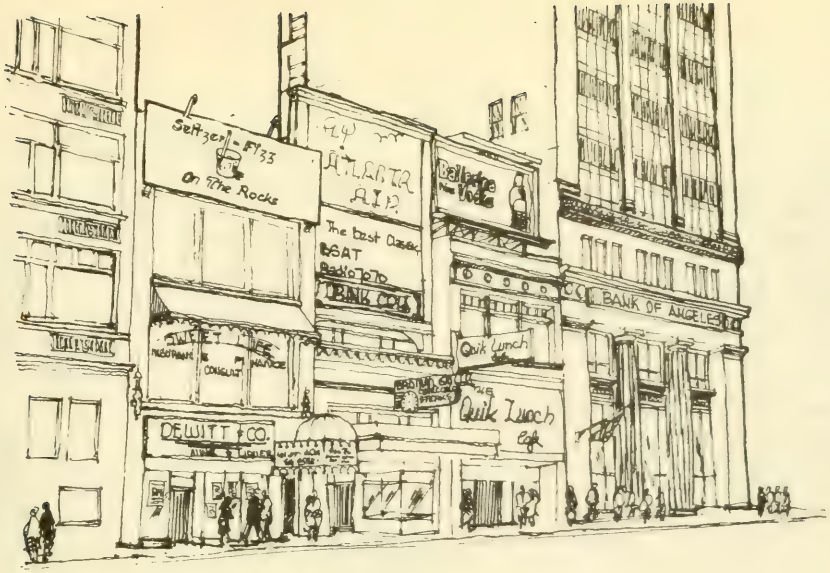
Construction of a subway beneath the street has brought outstanding development opportunities. This was recognized by the people of the city when, in June 1968, they approved a $24.5 million bond issue pledging city-wide financial support for rebuilding of Market Street with the completion of BART. These efforts will make of the street an entirely new environment for the people of the region and a new face for visitors to the city. There will be specially-designed brick sidewalks, street furnishings (including bus shelters, benches, directional signs and newspaper stands), several plazas, and abundant landscaping.

There are increasing indications that work in the street area will help stimulate a breakthrough in private investment. Several major new buildings have been put up or are under way. Owners and businessmen all along the street are considering extensive remodeling. Nevertheless, many regard 1970 as a time of environmental crisis on Market Street.

On much of the street, the greatest visual impact (apart from the temporary disruption by work on BART) is from the clutter of signs. The signs dominate, clash, block one another, detract from underlying building design, and set a tone that detracts from efforts to bring new dignity to the street. The contrast with the fine commercial streets of the world is tremendous.

But present opportunities make possible a rapid change. Reconstruction of the street will create a unifying scale and put a new emphasis upon viewing of signs by pedestrians rather than by motorists and streetcar riders. There will be broader sidewalks and more people. New forms of advertising will appear in the transit system and on structures in the sidewalk areas. Some of the old signs and marquees have already been removed for work on BART. As new buildings and remodelings occur other signs can be improved -- especially if all owners and businessmen are given the reassurance of uniform rules.

It is imperative that action be taken now on sign controls. Business on Market Street has been depressed by the subway construction. As the stations are covered over and the street rebuilt, business will have its best chance of surging forward if a rapid improvement is made in appearance. An economic rebound and these changes in appearance will work together to improve the quality of marginal uses now on the street. The target for street reconstruction is three years from now, in the early part of 1973. To match that effort, work on remodeling of buildings and replacement of signs must start now.



PRESENT CONDITIONS ON PARTS OF MARKET STREET.

Development of Sign Controls

Special sign controls for Market Street have been suggested for many years, but until the present plans for rebuilding of the street area there was no organizing force, no impetus. Recent developments in other parts of the city have shown that private judgements can produce excellent results in signs; where many separate ownerships exist, however, there is a need for public guidance. In November 1968, a report of the Director of Planning to the Board of Supervisors indicated that in the consideration of any further sign regulations for San Francisco, Market Street should have the highest priority.

Last fall the Board of Supervisors asked the Department to give immediate attention to the Market Street signs question, and to propose legislation. The Board imposed a moratorium on the street that prevents the issuance of sign permits, other than for new businesses and changes in names of businesses, for a period of six months until May 10, 1970. Even the permits for new businesses and name changes will be subject to automatic revocation unless they meet the new standards eventually adopted.

Working with a committee of the City Planning Commission, the Department invited the organizations of owners and businessmen in the Market Street area to form an advisory group to participate with the staffs of the Department and the Transit Task Force in drawing up standards. The organizations represented were the Market Street Development Project, Downtown Association, Building Owners and Managers Association, Retail Dry Goods Association, Chamber of Commerce, Central San Francisco Association, National Association of Theatre Owners of Northern California, and San Francisco Planning and Urban Renewal Association.

The advisory group met periodically over 10 weeks as the staff members developed and presented alternatives. Both real examples and typical situations were considered. All possible controls were reviewed; some were set aside or left to the private review process that it was felt should be set up to establish more detailed standards.

The proposals in this report are the recommendations of the Department to the City Planning Commission. They are backed by a high degree of agreement among the advisory group members, although on specific items some members have favored either more or less control. The Department feels that the standards are balanced and appropriate, and that they are addressed to the types of concerns recognized by the Board of Supervisors when it established the Market Street sign moratorium. The sense of urgency implied by the Board's action argues for early adoption of effective sign controls, with the support of owners and businessmen interested in broad scale improvement of Market Street.

The Proposals in General

San Francisco has a city-wide sign ordinance, enacted in 1965, and the proposed standards for Market Street are an amendment to that ordinance in the form of a special sign district. The city-wide ordinance now prohibits rotating signs and strings of banners known as wind signs, sets a quite generous limit of 12 feet for projection of signs over the sidewalk, and in most cases prevents signs from extending above the roof line. Special limitations on billboards and on size of signs exist next to parks and in the Civic Center area. In addition, the Embarcadero Center and Yerba Buena Center Redevelopment Projects set special sign controls within their jurisdiction. Taken together, all these standards afford little present protection for Market Street.

Other cities of the United States tend to be very restrictive in the sign standards for their high-quality commercial areas. They may allow identification only of the name and purpose of a business, keep signs within 20 feet or so above street level, allow little or no projection, restrict illumination, and limit the size and number of signs for each establishment.

The standards proposed for Market Street are not that restrictive. They must take into account some of the established patterns of identification and the broad range of activities and types of buildings along the two miles of street that are involved. The objective is to have the standards as few and as simple as possible, with concentration upon the most vital items from a public standpoint, recognizing that the key standards must be retroactive to get results. By themselves, these standards will not guarantee signs of high quality; few ordinances can do that. There must be reliance on private effort to go further.

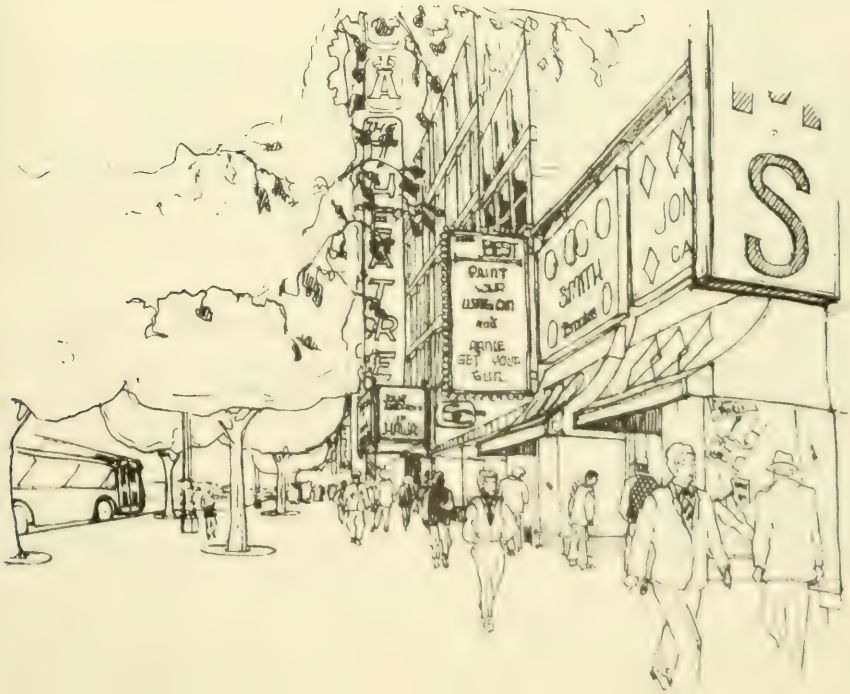
As many as five separate districts were considered for the various portions of the street, but it was concluded that a single, uniform district should be proposed. Although differences in predominant function suggested that the sign standards might vary along the street, the types of standards developed did not lend themselves to this approach and it was felt that a single district would be more equitable and far easier to understand and administer. In actual development, the functional portions of the street, such as office, retail and entertainment, are still expected to differ in their character of development.

A map at the end of this report shows the extent of the special sign district. It includes all of Market Street from The Embarcadero to the Central Skyway overpass, Powell Mall in the first block north of Market (which is included in the bond issue reconstruction), and Hallidie Plaza next to Powell Mall. The district runs for a depth of 100 feet, in order to provide a narrow buffer on intersecting streets.

The major thrusts of the standards for this district, described on the following pages, are to relate signs and building projections to development of the public street areas, especially the rows of trees, to emphasize the new pedestrian orientation of signs, to relate signs better to the scale and design of buildings, and to improve the level of sign quality.

PRESENT CONDITIONS

THE SAME AREA WITH REMODELING



Specific Standards

The standards described here are set out in an ordinance to amend the sign provisions of the City Planning Code (zoning ordinance), and copies of that ordinance are available at the Department's offices. Notices are being sent to owners of record within the proposed district and within 300 feet outside it, informing them of a hearing by the City Planning Commission on these proposals January 29, 1970. The recommendations of the Commission will then be sent to the Board of Supervisors for further hearing and legislative action.

General advertising signs

Signs for off-site advertising of products and services -- known as general advertising signs -- would be prohibited throughout the district. Most of the 65 such signs now along the street are billboards, and these are a serious problem for street appearance. In fact, the quick erection of three new billboards when Fifth and Seventh Streets were cut through north of Market was the spark that touched off present efforts for sign control.

In addition to the area of the district itself, it is proposed that general advertising not be allowed for a further distance of 200 feet outside the district, if the face of the sign would be visible from within the district. Billboards are designed to be read at a distance of several hundred feet. Although only a few now exist just outside the proposed district,it is apparent that removal of those within the district and the continued opening up of new plazas and walkways would result in the placement of a new generation of billboards just beyond the 100-foot depth of the district if this further control were not imposed. Prohibition of billboards for a total depth of 300 feet from Market Street, as proposed, would extend the protection up to one block north of Market and one-half block on the south.

This limitation on general advertising would specifically not apply to advertising on authorized structures in the sidewalk area, such as kiosks. These structures are included in the design for street reconstruction, and they are proposed to be used as a new medium for advertising. Other advertising space is expected to be available in the transit stations, and space on surface transit vehicles will continue to be used. The limitation also does not apply to portions of business signs, up to 25 square feet and one-third the area of the sign, that are devoted to advertising commodities sold on the premises by brand name or symbol. In addition, displays inside show windows are not affected.

Projection over sidewalks

Aside from general advertising, projection over sidewalks is the most important aspect for control. Under the proposals, both signs and other projecting features such as marquees and awnings would be subject to a uniform limit throughout the district of six feet beyond the property line.

The six-foot limitation is established in large part by the physical fact that double rows of trees, where they occur, will provide only a six and one-half foot clearance for signs when the trees are grown to their full spread of ten feet.

PROPOSED LIMIT ON PROJECTION

SIGNS AND AWNINGS MEETING THE PROJECTION LIMIT

Furthermore, observation of existing signs on the street indicates that projections of more than six feet result in confusion and conflicts among signs and an overwhelming effect in relation to stores and sidewalk areas. Modules of four, five and six feet have been used in design of the street furnishings.

With avoidance of conflict with street trees the starting point for a projection limit, it was concluded that six feet should be the standard for the entire street, rather than allowing more projection in areas with single rows of trees and perhaps no projection in selected areas. All owners are given equal treatment by the six-foot standard, which is generous compared with limits in many other sign ordinances. If further restriction is desired in certain areas, it can be imposed by private agreement. The projection limit applies, it should be noted, for a distance of 100 feet along side streets leading off Market, as do the other standards listed here.

The projection limit will cause little change in the design of awnings, which are now limited to a seven-foot projection by the Building Code. Canopies, with posts placed directly on the sidewalk, will not be permitted at all. Marquees, which in the past have been allowed to extend all the way to the curb, must be re-oriented to keep within the six-foot limit; even theatre marquees can be designed with high visibility under this limitation.

As a second type of projection limitation, each establishment would be limited to one projecting sign for each street frontage it occupies, in addition to any signs integrated in the design of marquees and awnings.

Height above the street

Control of sign height is important to maintain scale and some degree of organization in the area occupied by signs, to relate signs to the activities at ground level that they identify, and to suit sign placement to each building and its architectural features.

Minimum heights above the sidewalk -- ten feet for signs and marquees and seven feet for awnings -- are already set by the Building Code and would not be changed by these proposals.

Maximum heights would be subject to three rules, as follows:

1. Projecting signs with vertical lettering would be limited to a height of 60 feet above the street, except that a greater height would be permitted, up to a maximum of 100 feet, provided the top of the sign remained 20 feet below the roof line. A sign 60 feet or less in height could go up to the roof line but not above it. Most existing vertical signs conform to these height limits, although some of them exceed the six-foot limit for projection.

2. All other signs would be confined, generally, to the ground floor and mezzanine levels of the building, keeping them close to the activities they identify and avoiding partial obscuring of windows on upper stories. Any identification for upper floor establishments would be required to be at ground level entrances rather than on the upper windows. If there were no windows above

the ground and mezzanine levels, signs would be allowed up to the first story having windows, with a maximum height of 60 feet. Signs on blank side building walls would, therefore, also be limited to a maximum height of 60 feet.

3. Where a series of shops occupy spaces along the frontage of a single building, a third standard would require that the top and bottom edges of flat signs for these shops be kept uniform, avoiding the ragged appearance that results from indiscriminate placement of the separate signs. Where signs already existed with differing heights, it would be necessary for the building owner to establish a uniform rule to be adhered to by future signs.

Because one main purpose of these last two height standards is to coordinate signs with the architectural features of buildings, a certain leeway would be given by the ordinance, allowing the Zoning Administrator to permit alternative placement in cases in which arches, entrances and other features prevent strict adherence to the standards just described. As a further flexibility, these standards would not apply to special lighting effects and temporary holiday displays.

Other requirements

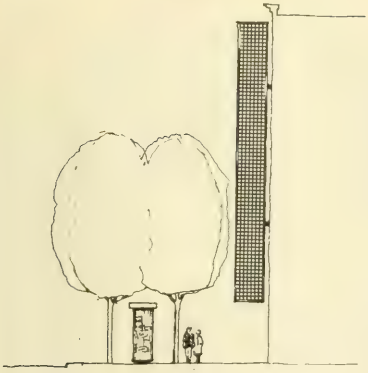
Under the proposals there would be three other requirements, as follows:

1. Temporary signs. Signs of temporary materials such as paper would not be allowed, unless these signs were placed in a frame or on a structure specifically designed for this purpose. Signs fastened to the inside or outside of windows would be included in this prohibition, but window displays behind the glass would not be affected. Holiday decorations are also exempted. Under this requirement, such items as menus, advertisements for special sales and posters showing motion picture attractions would be allowed if they were placed in a frame.

2. Public areas. No sign or other feature would be allowed to rest on a street, alley or public plaza, or in a transit station, without approval of the appropriate public authorities. This restates existing law, if only for emphasis. Publicly-designed kiosks, display cases, transit advertising panels and other such structures would, of course, be permitted by the ordinance in these areas.

3. Maintenance. Signs for active establishments would be required to be maintained in their appearance, or else removed or obscured. When a store became vacant, signs pertaining to the former establishment would have to be removed or obscured within 60 days. These maintenance requirements underscore the importance of observing good standards in the appearance of existing signs as well as new ones.

PROPOSED HEIGHT PROVISIONS



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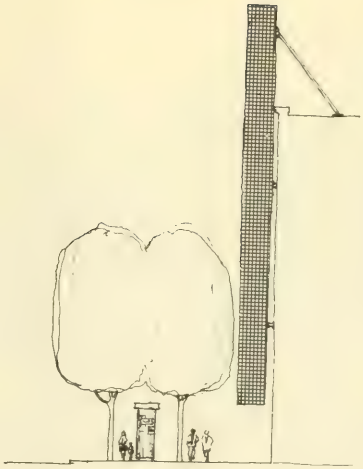
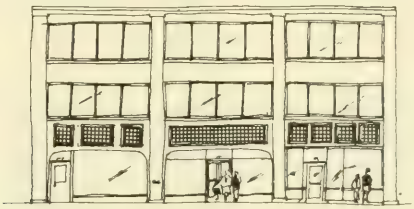


NOT PERMITTED

1.

2.



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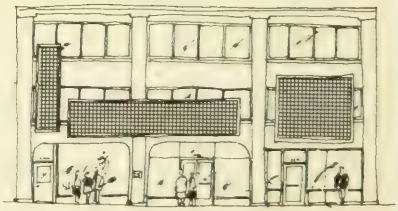

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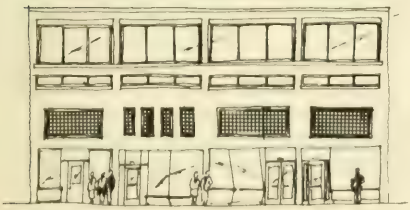

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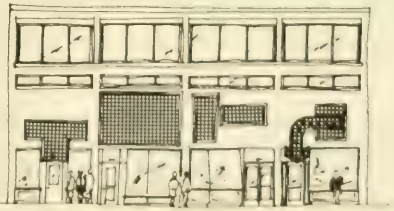


NOT PERMITTED

3.

Amortization Provisions

Sign ordinances, and especially the one proposed here, cannot be really effective unless a specific time period is given for compliance with the most important standards. Without such compliance, improvement in appearance of the street would be drawn out over a long period; establishments putting up new conforming signs would have them lost in the clutter of the old. In the case of Market Street, paving of sidewalks and placement of trees cannot begin until the area is cleared of sidewalk encroachments and excessive projections. An amortization period is established only for the aspects listed below. As to those aspects, the objective is removal or alteration of nonconforming signs and installation of new signs by the early part of 1973.

1. General advertising. Billboards within the district would be required to be removed within three years after the effective date of the ordinance. Although new billboards would not be allowed for an additional 200 feet outside the district, the removal requirement would apply only to the district itself. The three-year period is reasonable and is supported by court decisions in California. No compensation to the billboard companies is provided for, and with an adequate amortization period none need be offered.

2. Projection. Because signs, marquees and other features projecting over the right-of-way occupy public property and have been put up under revocable permits, no period of amortization is legally needed for their removal. However, in order to give time for remodeling plans to be developed and new signs to be constructed, it is proposed that a period of two years be allowed for compliance with the six-foot projection limit. It is absolutely necessary that excessive projections be removed by that time so that work can proceed in the sidewalk areas.

A certain leeway is given in this removal provision. The Zoning Administrator is empowered to allow signs and other features projecting as much as eight feet to remain, if he determines (1) that the sign or feature is of high quality, in scale with its surroundings, not detrimental to other properties, and not so located that it will conflict with trees or other features in the street area, and (2) that unusual circumstances apply concerning the nature of the sign or feature or concerning the building that would make adherence to the six-foot limitation impractical without offsetting public advantages. No other exceptions would be authorized.

Preliminary surveys show a total of 334 projecting signs, marquees, awnings and canopies along Market Street. Of these, 185 project more than six feet and come within the removal requirement. Of the 185, approximately 68 project no more than eight feet, making them possibly eligible for retention. The removal requirement does not apply to streets leading off Market, except for both sides of Powell and any other frontages within the district that face Market at an angle of less than 90 degrees.

3. Other.

a. Temporary signs. These would be given one year for removal or for alteration to comply with the ordinance. Signs taken down during that period could not, of course, be replaced.

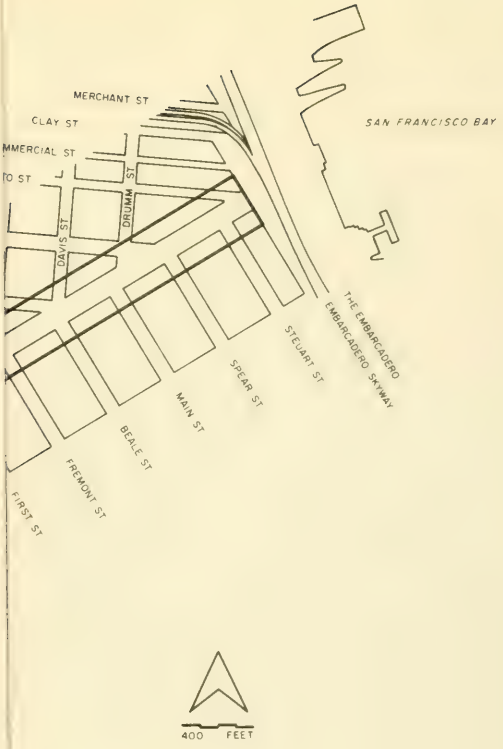
b. Public areas. One year would also be given for removal of structures resting in street areas. This would apply principally to the canopies now on the street.

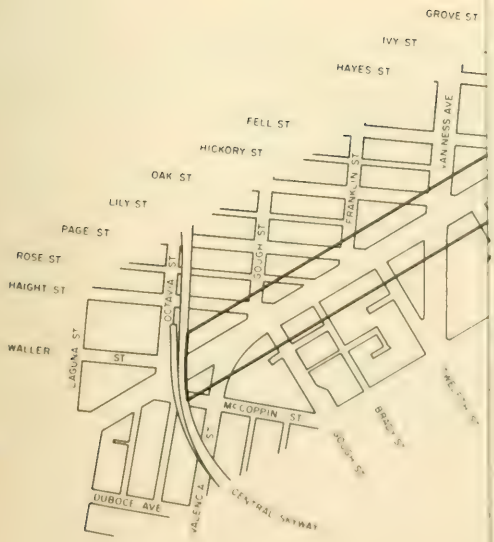
c. Moving parts. New revolving signs have not been permitted in the city for more than four years, but existing movement has been allowed to continue. A three-year period would be given for revolving signs to be stopped on Market Street.

Private Efforts

The proposed ordinance does not include a mechanism for individual design review of proposed signs. Any sign meeting the standards in the ordinance would be approved by the public authorities. Nevertheless, the ordinance states that the standards it establishes are deemed to be minimum requirements, and that they are not intended to preclude greater refinement by individuals and organizations that choose to apply more restrictive requirements or additional criteria.

The ordinance establishes a general frame of reference and the backup of public regulation, and requires removal of signs in some instances. Private efforts should carry on from there. Individual owners have already applied criteria of materials, color, graphics and general design quality in remodeling of their buildings. Organizations of owners for all or parts of the street should expand these criteria and provide means for relating the signs and remodeling efforts of adjacent buildings. Professional advice in architecture and graphics will be essential in these private efforts toward coordination. Adoption of the ordinance proposed in this report is, however, the first and most essential step for improvement of signs on Market Street.





CIAL SIGN DISTRICT

PROPOSED MARKET STREET SPECIAL SIGN DISTRICT

SIGN DISTRICT

CITY AND COUNTY OF SAN FRANCISCO

Joseph L. Alioto, Mayor

Board of Supervisors

John J. Barbagelata
Roger Boas
John A. Ertola
Dianne Feinstein
Terry A. Francois
Robert E. Gonzales
James Mailliard
Robert H. Mendelsohn
Ronald Pelosi
Peter Tamaras
Dorothy von Beroldingen

City Planning Commission

Mortimer Fleishhacker, President
James S. Kearney, Vice President
Walter S. Newman
Mrs. Charles B. Porter
Thomas J. Mellon, Chief Administrative Officer
Virgil L. Elliott, Alternate
James K. Carr, General Manager, Public Utilities
James J. Finn, Alternate

Department of City Planning

Allan B. Jacobs, Director of Planning
Edward I. Murphy, Assistant Director - Operations
Dean L. Macris, Assistant Director - Plans and Programs
R. Spencer Steele, Assistant Director - Implementation
(Zoning Administrator)
Robert W. Passmore, Assistant Zoning Administrator
Lynn E. Pio, Administrative Secretary

This report was written by Peter S. Svirsky.
The sketches are by James F. White.
The map was prepared under the direction of Frank Hendricks.

Mr. Bernard Averbuch

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF CITY PLANNING

100 LARKIN STREET · CIVIC CENTER · SAN FRANCISCO 2, CALIFORNIA

BART signs

Peter Svirsky 558-3056

December 17, 1969

TO: Advisory Group on Market Street Signs:

Bernard Averbuch	Market Street Development Project
Edward H. Lawson	San Francisco Chamber of Commerce
Lloyd A. Pflueger	Downtown Association of San Francisco
O. J. di Muro	San Francisco Building Owners & Managers Assn
Terrell W. Hill	San Francisco Downtown Market Street Improvement Assn.
Brig. Gen. James W. Coutts (Ret)	Retail Dry Goods Assn. of San Francisco
Clifton F. Reynolds	National Assn. of Theatre Owners of Northern California
Lt. Col. Charles C. Carter (Ret)	Central San Francisco Assn.
James D. Hobbs	San Francisco Planning and Urban Renewal Assn.

FROM: R. Spencer Steele, Assistant Director - Implementation

RE: Working Draft of Market Street Sign Ordinance

Attached is a draft of an ordinance for the special sign district on Market Street, based for the most part upon the very useful discussions that have been held with the advisory group.

This is a working draft for further discussion, and it is subject to change before a final recommendation is made. In addition, it must be reviewed by the City Attorney and checked for effects on other City codes. This draft is not for publication or major distribution.

About 20 days are available now for your review of this draft. A meeting of the advisory group has been scheduled for Tuesday, January 6, 1970, at 10:00 a.m. at 100 Larkin Street. At that time, we would like to discuss (a) the draft ordinance, (b) the possible nature of a private review process, and (c) how the proposals may best be explained to property owners and to the general public.

The dates scheduled for further action are as follows:

January 9 - review by Zoning Committee of the City Planning Commission.

January 9 - publication of legal notice of January 29 hearing.

January 15 - mailing of hearing notices to property owners, including an explanatory report.

January 29 - public hearing by City Planning Commission.

efoliating Market Street's

January 11, 1970 Section A Page 3
S. F. Sunday Examiner & Chronicle

Sign Jungle

By Donald Canter
Urban Affairs Writer

The sign jungle on San Francisco's Market Street would be drastically defoliated under a proposed ordinance just drawn up by city planners in close consultation with downtown interests.

Every sign, marquee, awning and canopy projecting more than six feet over the sidewalk would have to go, be replaced or chopped down to size. Public hearings start late this month.

While this alone would amount to a wholesale slaughter of signs -- whether they advertise a girlie movie, reputable theater, bar, credit dentist or major department store—the ordinance doesn't stop at that.

Every roof sign and every billboard would be outlawed, and vertical signs would be subject to height regulations, besides the six foot width.

Some 200 signs and commercial "embellishments" of various plumage would be affected.

'Restrictions Necessary'

The restrictions, the planners say, are necessary to be sure that the $25 million in taxpayers' money about to be spent on Market Street beautification won't be for naught.

To protect this investment in what's supposed to be the Champs Elysees of the West, the ordinance would also apply to signs in cross streets within 100 feet of Market, all the way from the Embarcadero to the Central Freeway overpass.

Powell Street, from Market to Ellis, would be subject to the same sign restrictions.

The proposed ordinance is a direct result of articles and editorials in The Examiner last year, pointing out that without sign control of some kind Market Street would retain its honkytonk appearance no matter how much was spent on facelifting.

Taking it from there, the Market Street Development Project, formed by private businessmen, met with all major downtown groups. The project approved specific sign controls in principle.

Unprecedented Move

This almost unprecedented move set the stage for meetings between planners and businessmen resulting in a sign package that is supposed to be both esthetically and commercially acceptable.

Under the ordinance, all signs would have to be removed within set periods of time ranging from one to three years.

Owners of larger signs failing to comply would get in trouble with the law. Their signs might also get in the way of the soon to be planted husky sycamore trees and knock a few holes in them without legal process.

The City's legal weapon for enforcing the ordinance in regard to projecting signs is invalidating the revokable permits under which they were allowed to encroach on public property.

Canopies would have to be removed within one year after the ordinance takes effect.

Besides having to conform with the six feet maximum width, no sign that's moving, rotating or even fluttering would be allowed on Market Street.

A one-to-a-customer (store or business) policy would be adopted for all projecting signs.

All Market Street business organizations appear to be in accord on the principal provisions of the ordinance, with one exception: movie theater owners who want to be exempted from the law.

Modern Marquees?

Instead of having to tear down the elaborate marquees that some of the theaters sport, their owners feel modernizing them for the sake of Market Street beauty should do.

There is no doubt that movie houses like the Fox Warfield and others, whose marquees are now hanging over most of the sidewalk, would be hardest hit by the measure.

"During inclement weather it (a marquee) is certainly convenient to the public to be able to be sheltered while waiting at box offices," was the argument advanced by the National Association of Theater Owners of Northern California.

Other popular places when it pours, including the long canopy of Penney's at both the Market and Fifth Streets sides of the department store, would also have to go or be cut down to a six foot width.

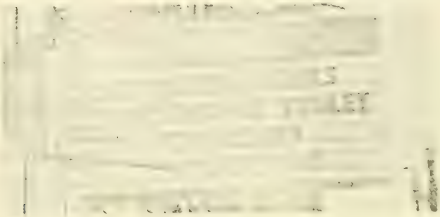
What the outdoor advertising industry will have to say about the removal of all of their billboards remains to be seen.

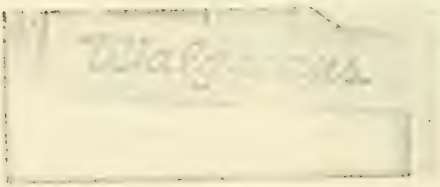
One section of the ordinance is almost certain to stir controversy. It would outlaw any sign visible within 200 feet of Market Street.

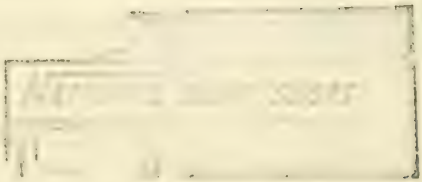
The prospect of making new signs for businesses whose present signs must go won't go unnoticed by the sign industry.

A long canopy like this will be barred on Market Street under proposed ordinance

These Would Be Illegal







ADVERTISING AGENCY AGREEMENT

On November 25, 1970, after receiving two presentations from advertising agencies, the Public Information Committee unanimously recommended that the Board select the firm of Wilton, Coombs & Colnett, Inc. to serve as advertising agency to the District.

On November 30, 1970, the Board authorized the General Manager to negotiate an agreement with Wilton, Coombs & Colnett for submission to the Board.

This agreement:

1) Appoints Wilton, Coombs & Colnett as the District's advertising agency.
2) Highlights the major functions to be performed by the agency.
3) Provides District approval of all aspects of each advertising program.
4) Provides the agency with a minimum monthly income of $2500 with credits returned to the District as earned. All commissions earned from media and production shall be credited against the minimum. These monthly payments will begin on April 1, 1971.
5) Provides for the temporary cessation of monthly payments at District discretion in the event of a system opening delay.
6) Shall continue in force and effect until terminated upon 90 days notice by either party.

Execution of this agreement will provide the necessary lead time to enable Wilton, Coombs & Colnett to begin work with the staff in developing the advertising/passenger education portion of our marketing plan and provide its well qualified assistance and counsel in the development of the total marketing program.

Therefore, we recommend that you authorize the execution of this agreement on behalf of the District.

DEPARTMENT OF CITY PLANNING
100 LARKIN STREET • CIVIC CENTER • SAN FRANCISCO • 94102

December 18, 1970

Mr. J. R. van Leuwen
Executive Director of
Construction
F. W. Woolworth Company
Executive Office
Woolworth Building
New York, New York 10007

RE: F.W. Woolworth Store
898 Market Street at Powell

Dear Mr. van Leuwen:

In furtherance of the discussion that you, Mr. Nugent and Mr. Moureaux had with my staff on November 19, 1970, and the considerations raised in your letter of December 2, 1970, to Mr. Svirsky, enclosed are suggested urban design terms of reference for the F.W. Woolworth store at Powell and Market Streets.

You will note that these suggestions are extensive, though surely no greater in scale than the approximately $5,000,000 in improvements that will be made in street and plaza areas facing the Woolworth Store. The suggestions are also consistent, we feel, with the present and anticipated business volumes for a store in this unique location.

We shall be very pleased to talk further with you and your representatives when you have had a chance to study these suggestions.

Very truly yours,

Allan B. Jacobs
Director of Planning

Encl.

cc: Mr. Richard W. Nugent, F. W. Woolworth Co.
Mr. Benjamin J. Henley, Jr., Coldwell, Banker & Co.
Mr. Bernard Averbuch, Market Street Development Project
Mr. Milton Bard, Transit Task Force

URBAN DESIGN TERMS OF REFERENCE
FOR THE FLOOD BUILDING AND F.W. WOOLWORTH STORE

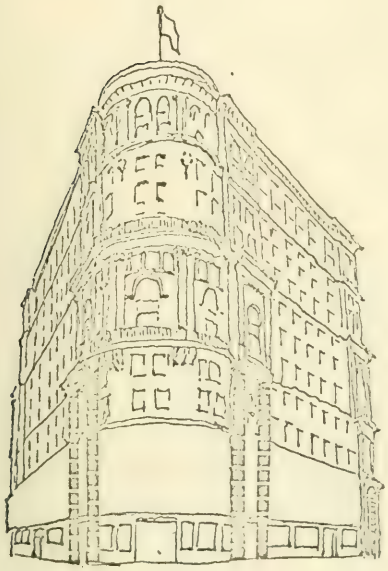
A. GENERAL OBJECTIVES

1. To improve the design quality of the lower portion of the Flood Building facade so that it will be consistent with the high quality of publicly financed improvements to Market Street, Powell Mall and Hallidie Plaza, and with the quality of the best retail store improvements in the Retail District.
2. To relate the lower portion of the Flood Building facade to the rich and finely articulated exterior of the upper floors.
3. To conform all signs and projections to the requirements of the Market Street Special Sign District adopted in April 1970, which, among other things, requires removal of signs, marquees and other features projecting more than six feet over the sidewalk.
4. To retain the show windows along Powell Street, which cannot be removed under requirements of the Downtown Retail District in the City Planning Code, and to increase and improve the displays to complement the new Powell Mall.
5. To make other appropriate improvements in recognition of the uniqueness of this store location and the extraordinary opportunities that the location and its heavy pedestrian volumes afford for high quality retailing.

B. SPECIFIC CHANGES

1. Emphasis of Vertical Elements

The vertical elements of the exterior should be carried down from the original facade through the bottom floors.



a. The rich detail and heavy scale on either side of the corner turret should be continued to the ground, where these elements will conveniently correspond to store entrances.

b. The structural rhythm of the original facade, as indicated by window spacing on the upper part of the building, should be reflected below in both location and scale.

2. Scale of Lower Facade

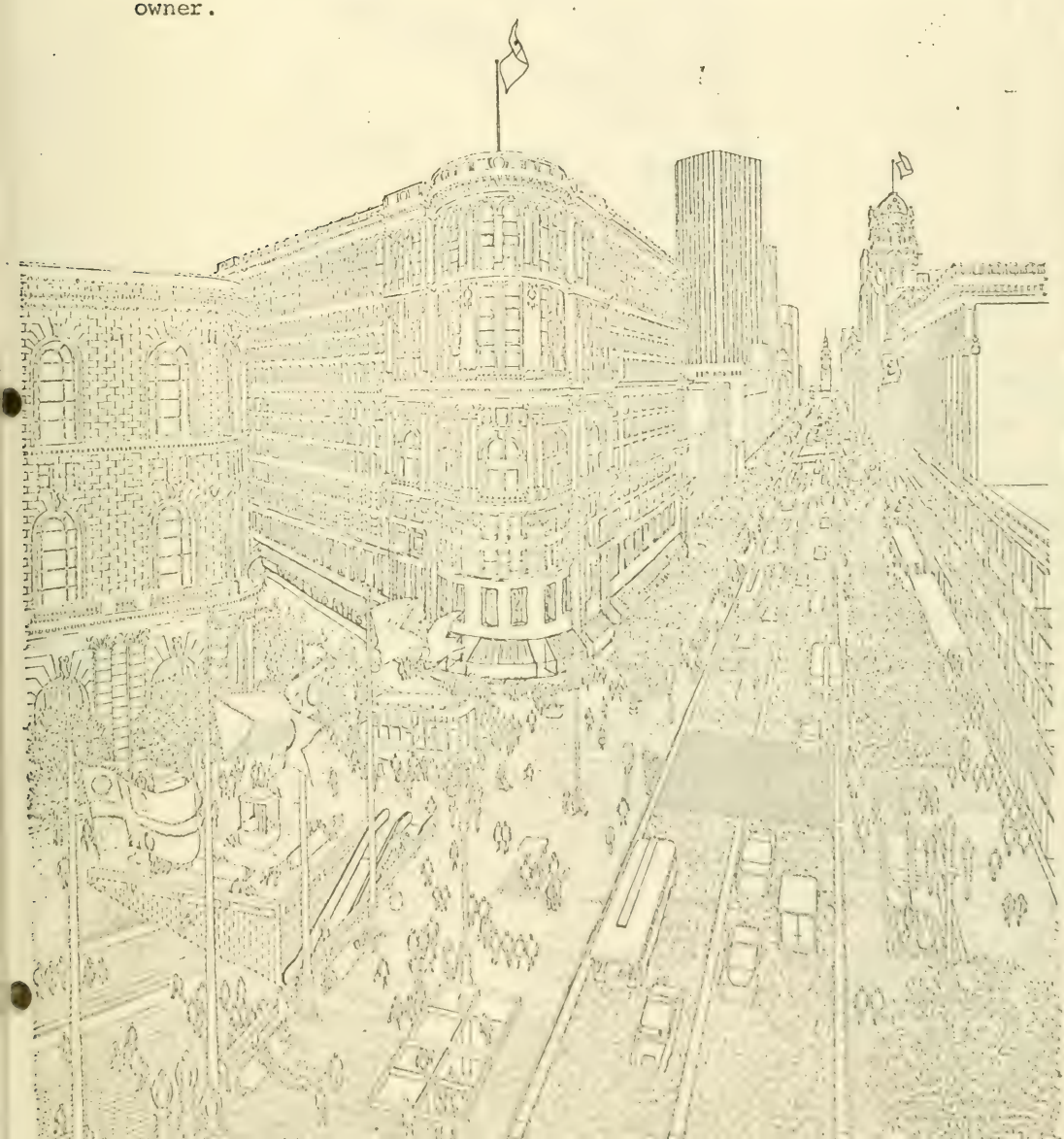
The scale of the two-story space above the ground floor should be re-established by dividing it into two parts (as has been done at the Emporium across Market Street).

a. The top part might have window-like indentations arranged to occur at the same spacing as the windows above.

b. The bottom part might have a series of awnings of durable material, carrying the signs that are now on the facia. These awnings could also serve to emphasize the location of vertical elements.

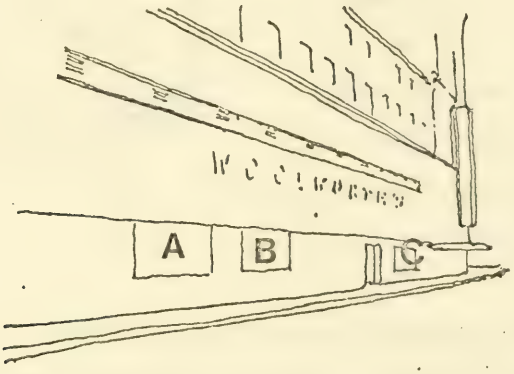
3. Composite Effect

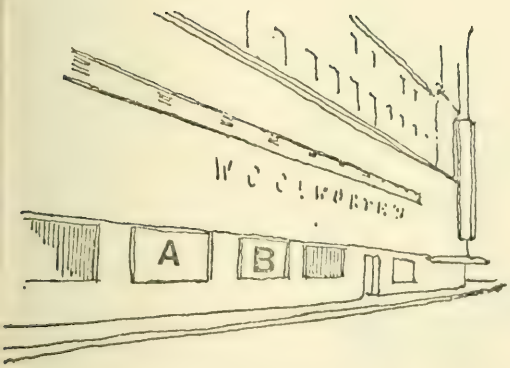
The changes described in (1) and (2) above could result in the combined effect shown below. Floodlighting of the whole facade would provide a most striking effect at night; such an improvement should be considered by the building owner.



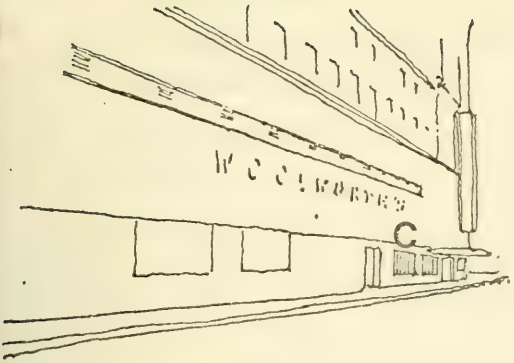
4. Displays along Powell Street

The openings on the wall along Powell Street must be retained as display areas.





a. Openings "A" and "B" cannot easily be used as open display windows because of new, permanent installations behind them on the inside wall. They could be retained to advantage as shallow display cases, however. Two additional such display cases could be provided to improve the rhythm and interest of this wall; these additional cases would be between the corner of Powell and Ellis and opening "A", and between opening "B" and the midblock entrance.

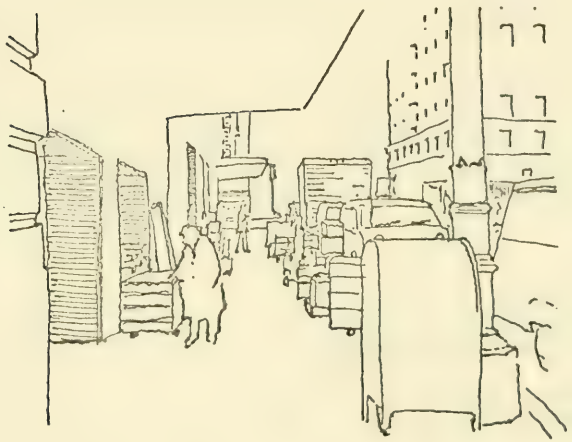


b. Opening "C" seems well located to be used as a window for the delicatessen inside. Such a window would advertise the delicatessen, as well as adding life to the pedestrian space on Powell Street. Another window or display case could be added between opening "C" and the corner entrance.

c. The combined effect of the changes described above is shown here. The character of the street area will change considerably as landscaping and brick paving are installed.

5. Truck Loading

The Ellis Street loading area presents inhospitable obstacles to shoppers, merchants and drivers, as well as violating the Police Code by long-term occupancy of the sidewalk. Without detailed plans of the building, design suggestions concerning truck loading facilities are not possible. However, some improvement should be made.



market street development project
MARKET STREET SAN FRANCISCO, 94102 • DO 2-2500

FFICERS
esident
IGENE FRIEND
ward's Clothing
airman of the
Executive Committee
RANCIS J. SITEK
andard Oil Co.
ce President
S. FREESE
atic National Life
surance Company
ce President
ONEY A. HAAG
Webb's Towne House
e President
NJAMIN J. HENLEY, JR.
idwell Banker and Co.
e President
CHARD W. NUGENT
W. Woolworth Co.
easurer
BERT S. SAMUELS, SR.
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M.S.W. COUTTS
Goods Association
RECTORS
AN A. ANIXTER
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MARION DONAHOE
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FRED A. FIGONE
Counties District
ncil of Carpenters
RTIMER FLEISHHACKER III
Plaza
WARD H. GAUER
s/Atkins
EPH P. HISS
s Fargo Bank
HAROLD MELANDER
klin Savings & Loan Assn.
HARD M. ODDIE
of America
OWARD PATRICK
ck & Company
AYNE REINHOLT
Penney Co.
RGAN SMITH
lton Palace Hotel
VE DIRECTOR

May 4, 1970

sign removed
18 May 1970

MEMO: Members of the Board

RE: Suggested letter to:

State Senator George Deukmejian
State Capitol Building
Sacramento, Ca. 95814

The attached news story reports how a campaign sign on Market Street has violated good taste as well as two City ordinances.

We urge our members to write a letter to Senator Deukmejian asking him to take action to see that the sign is removed. You can cite the fact that $24.5 million will be spent to beautify Market Street and the new sign ordinance was passed to help improve the appearance of the street.

Bernard Averbuch

Bernard Averbuch
Executive Director

Candidate's Election Sign Violates City Ordinances

By Donald Canter
Urban Affairs Writer

"Let's enforce the laws we have," proclaims a huge sign painted on a blank wall at the intersection of Market and Leavenworth Streets.

The sign, put up in violation of two San Francisco ordinances, urges people to make State Sen. George Deukmejian, Long Beach Republican, California's next Attorney General.

Deukmejian is running on a law and order ticket.

The City has ordered that the sign be removed forthwith.

Order Served

Zoning Administrator Spencer Steele has served cease and desist orders on both the Deukmejian headquarters here and on the owner of the building on which the sign was painted.

The sign is in violation of a recently passed ordinance prohibiting any billboards and wall signs on Market Street itself as well as within 300 feet of the street.

Though painted on the Leavenworth side of a building fronting on Market, the sign is well within the no-sign area.

Since the building and the sign are also within the boundaries of the special Civic Center Sign Control District established in 1965, it's also in violation of the sign laws for that area.

A Violation

The downtown Deukmejian sign isn't the only one of his campaign violating City ordinances.

Another Deukmejian law and order sign, painted on a building just off the approaches to the Bay Bridge, is also against the law since it is visible from the freeway which is prohibited for any new "general advertising" sign.

An order to remove this one, too, has also gone out.

A spokesman for the zoning administrator's office said the orders were served after talks with Deukmejian headquarters here produced no results.

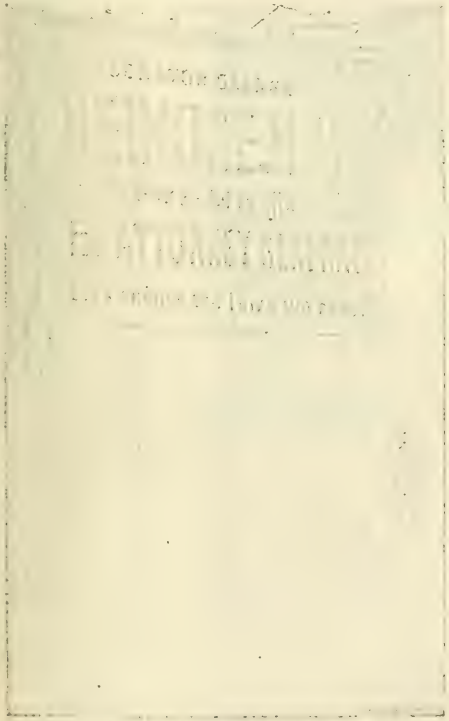
Removal Ordered

"It don't appear we would get quick compliance," the spokesman said.

The order sets a Thursday deadline for the removal of both signs.

If they aren't down by then, the case will be turned over to the City Attorney's Office for court action.

But by the time the case could get to court, the elections would be over.



DEUKMEJIAN'S CAMPAIGN SIGN
Cease and desist orders have been served

—Examiner Photo

San Francisco Chronicle
THE VOICE OF THE WEST

Monday, February 2, 1970

Charles de Young Thieriot, Editor and Publisher
George T. Cameron, Publisher 1925 to 1955
Founded 1865 by Charles and M. H. de Young

Editorials

Controlling Signs On Market Street

AN ORDINANCE that would ban billboards and regulate the size and placement of signs along Market street, from the Ferry to the Central Freeway, has won approval by the City Planning Commission and, which perhaps surprises nobody, will be opposed by outdoor advertising firms when it comes before the Supervisors for adoption.

The proposed regulations were drafted by the City Planning staff with an advisory committee of businessmen and city officials. They have the hearty endorsement of the Market Street Development Project, representing most businesses along the thoroughfare, and by implication at least, of the great majority of San Franciscans who have voted $24 million for its beautification when BART construction is completed.

THUS 66 SPOKESMEN for the billboard interests are entitled to small credence when they protest that the ordinance for controlling signs and billboards is too high a price for the industry to pay "because the city planning staff considers its product ugly."

The most casual glance along Market street with its present honky-tonk proliferation of garish signs will confirm the staff's judgment, and affirm a belief that $24 million is too high a price to pay for a beautification program that would be open to rampant disfiguration by glaring billboards and mammoth, overhanging, intrusive signs.

The proposed ordinance is clearly in the community interest and demands adoption. A timely foretaste of what its lack might mean to $24 million worth of Market street beautification is offered by the Fifth and Mission parking garage. Thousands of dollars have been newly spent in dressing up the block-long structure with a facing of ornamental concrete and a highly attractive planting of trees along its sidewalks. But the investment is partly nullified and the effort at beautification mocked by huge, overpowering "PARK" signs, of dreary design and strident color, which protrude insolently from the walls.

Let the beautifiers of Market street observe and take warning.

May 4, 1970

The Honorable George Deukmejian
California State Senate
State Capitol Building
Sacramento, California 95814

Dear Senator Deukmejian:

May I urge you to take immediate action to remove the large illegal campaign sign on the side of a building at Market and Leavenworth Streets in San Francisco.

We have only recently been successful in passing a new sign ordinance for Market Street as part of a vast $24.5 million rebuilding program for Market Street. There was extensive publicity on this new sign ordinance which was brought about by cooperation of merchants, building owners and businessmen to improve the value of the street.

This sign does not contribute to that new atmosphere. We hope you will take quick and affirmative action.

Sincerely,

Bernard Averbuch
Executive Director

BA:cw

From City Planning Department August 1972

PROGRESS REPORT - Market Street Special Sign District.

On May 18, 1970, Market Street came under the control of the Market Street Special Sign District Ordinance. The purpose of the Ordinance is to control the size, projection, design and placement of signs within the Special Sign District.

During the month of February 1972, the Department of City Planning completed a survey of all signs on Market Street. The Department noted 144 potential violations of the Special Sign Ordinance. During the same month, the Zoning Administrator mailed preliminary notifications to all tenants and owners of businesses with signs in potential violation. Upon receipt of notification numerous businesses made application to the Zoning Administrator for retention under Section 609.10(e) of the City Planning Code. This Section is very specific as to what type of signage could be retained. The Zoning Administrator's resulting action was to grant retention to five (5) businesses having signs which qualified under Section 609.10(e). Examples include the Bank of America Clock located at 625 Market Street, the [illegible] Garden Grill, located at 975 Market, and Del Webbs Townhouse, located at 1169 Market. Some historic signage, for example, the Hoffman Grill, was outside the Zoning Administrator's jurisdiction as specified by Section 609.10(e) of the City Planning Code.

On May 18, 1972, the Market Street Special Sign District Ordinance became effective with respect to projecting and vertical signs. During June 1972 a second survey was conducted by the Department noting that 95 businesses had complied with the ordinance.

On June 30, 1972, the Zoning Administrator issued 49 Cease and Desist orders. Since that time 38 businesses have complied and/or have contracted for compliance.

The present number of violations is 11. Roos Atkins has retained an attorney and plans to seek some form of legal action. Those businesses still in violation will be contacted and informed that they may face possible action by the City Attorney should they elect to remain in violation.

The overall response to the ordinance was favorable, however, many merchants did not believe that their small contribution would make a difference to the overall project. The Department is especially grateful to Bernard Averbuch, Director of the Market Street Development Project, for his assistance as liaison between the Department of City Planning and various private merchants and downtown organizations. It is only too clear to anyone walking or riding down Market Street today, even with the construction, that the removal of the affected signage has resulted in a street that is sunnier, neater and graphically-oriented to the future requirements of Market Street.

market street development project

0 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

FICERS

ident
EY A. HAAG
Wells Towne House

irman of the
utive Committee
NCIS J. SITEK
dard Oil Co.

President
. FRUTH
blic National Life
ance Co.

President
ENE REBHUD
rd's Clothing

President
AMIN J. HENLEY, JR.
lwell Barker & Co.

President
HAROLD MELANDER
ific Savings & Loan Assn

President
ARD M. NUGENT
Woolworth Co.

er
RY S. SAMUELS, JR
H. S. Samuels Co.

retary
HARD M. ODDIE
of America

ECTORS
N A. ANIXTER
nstein Co.

EPH Y. DE YOUNG
ic Gas & Electric Co.

MARION DONAHOE
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ngs & Loan Assn.

RED A. FIGONE
Council District
ion of Carpenters

IES HIGGINS
le Bevan Bank

UIS R. LUPIE
Lupie Company

NK E. MAGEOTTE
Union Cleaners

HOWARD PATRICK
ick & Company

[redacted]

[redacted] SMITH

[redacted] WALSH

CUTIVE DIRECTOR
[redacted]

September 1972

MEMO: SIGN COMPANIES

I am sending this memo to all sign companies asking for cooperation in seeing that any commercial signs or posters are not posted on Market Street construction barriers, and specifically the temporary wooden BART station entrance covers.

As you know, there is a Market Street Sign Ordinance which we are constantly enforcing to help beautify Market Street. I think you will agree the posting of signs on BART station entrances is not in the spirit of improving Market Street.

We would appreciate you help in this matter and that you will advise your local customers of this request as well as any employees involved in posting in the downtown area.

Sincerely,

Bernard Averbuch

Bernard Averbuch
Executive Director

obert L. Rumsey, Executive Director

JOSEPH L. ALIOTO, Mayor

Walter F. Kaplan, Chairman
Francis J. Solvin, Vice Chairman
Stanley E. Jensen
Joe Mosley
James A. Silva

SAN FRANCISCO REDEVELOPMENT AGENCY

939 ELLIS STREET • SAN FRANCISCO 94109 (415) 771-8800

PREFERRED MAILING ADDRESS: POST OFFICE BOX 646 • SAN FRANCISCO, CALIFORNIA 94101

July 31, 1972

Mr. Bernard Averbuch
Executive Director
Market Street Development Project
870 Market Street
San Francisco, California 94102

Dear Mr. Averbuch:

Thank you for your letter of 24 July 1972 with respect to the construction of the fence on Market Street. Through the cooperation of Mr. J. Anthony Kline, who has stipulated that we could build the fence, we are now in a position to award the contract on 1 August 1972.

The fence, which is 16 feet high, will not only be a safety measure for pedestrians but it will also be a decorative covering of an unsightly excavation.

We intend to proceed on this matter with due dispatch.

Sincerely,

Robert L. Rumsey
Executive Director

cc: J. Anthony Kline, Esquire

24 July 1972

Robert L. Ramsey, Executive Director
Redevelopment Agency
P. O. Box 646
San Francisco, Ca. 94101

Dear Mr. Ramsey:

There is need for the Redevelopment Agency to install its decorative fence on Market Street as protection for the open space of what will be the front entrance of the Yerba Buena Project.

The need of the fence was stressed at the recent meeting of the Mayor's Advisory Committee for Market Street. I was advised the funds are available, and the design completed, but that construction of the protective fence has been halted as a result of the recent injunction by U.S. Supreme Court Justice William Douglas.

I think the matter of the protective fence on Market Street does not affect the legal issue and I would appreciate it if your agency could contact Attorney Anthony Kline with the view of obtaining a stipulation to allow building of the fence.

Sincerely,

Bernard Averbuch
Executive Director

cc: Attorney Anthony Kline
Public Advocates, Inc.
433 Turk St. 94102

6 Key Provisions

Supervisors OK Tough Sign Law For Market St.

By Jerry Burns

The Board of Supervisors unanimously approved yesterday a tough new law on billboards, business signs, awnings and canopies on Market street.

The law, which will go into effect in mid-May if approved by Mayor Joseph L. Alioto, will impose restrictions on the size, height, position and projection of the many signs which now blanket the street.

"This will provide uniform standards to enhance the conduct of businesses along Market and will guarantee that the public investment of some $54 million is well protected," said Supervisor [illegible] Peters, whose committee had conducted public hearings on the ordinance.

PLANS

Peter Svirsky, [illegible] the City Planning Commission, said the new rules will apply on Market from the Embarcadero to the Central Freeway and [illegible] north and south of Market.

He said there are seven provisions to the ordinance:

- It will not allow any [illegible] billboards in any place to a depth of 200 feet south of Market. Existing billboards will have to be removed within seven years.
- It will not allow business signs to project more than one foot from the front of buildings on Market street. Awnings and canopies may project as much as six feet, but they have to be entirely on the property.
- It will not allow any sign that exists above the roofline of buildings. This rule is not retroactive.
- It will not allow the use of flimsy paper signs on storefronts, but the rule will not apply to menus and theater bills placed in frames or to holiday displays or campaign posters.
- It will not allow canopies which stretch out to the curb or marquees or awnings which exceed the sidewalk projection limit from building faces.
- It will not allow [illegible] signs such as are used by some credit dentists along Market.

DINO

"A superb Market street is within our reach," [illegible] told the supervisors. "These regulations are [illegible] reach full effect about [illegible]

[illegible] rbs and other beauti- [illegible] es are com-

existing billboards along [illegible] street.

"[illegible] ue," asked Supervisor [illegible] Mailliard. "[illegible] the message on it were [illegible]"

[illegible] on.

[illegible] firm and [illegible]

[illegible] he supervisors, can just [illegible]

Copy

GREYHOUND LINES - WEST - Greyhound Building - Market & Fremont Sts. - San Francisco 5, California

April 3, 1972

Mr. William E. Dauer
Executive Vice President
San Francisco Chamber of Commerce
400 Montgomery Street
San Francisco, California 94104

Dear Mr. Dauer:

You will recall that we exchanged correspondence in February with reference to the sign on the roof of our building at 371 Market Street. In my letter of February 29, I mentioned to you that roof type signs had been the subject of considerable discussion among members of the Market Street Development Project. Subsequent to that letter, I attended a meeting of the Market Street Development Project at which time I discussed this matter with Messrs. Averbuch and Sid Haag. As a result of that discussion, it was decided that we would have our sign removed and this has now been accomplished.

This is for your information.

Yours very truly,

cc-Mr. Bernard Averbuch ✓
Market Street Development Project
870 Market St.
San Francisco, Calif.

City Rules Space Above All Streets

The City can force theaters, stores and other property owners to remove overhanging marquees and signs if they interfere with BART subway construction or with sidewalk or street traffic, Superior Judge Andrew J. Eyman ruled today.

The judge decreed that neither theater nor other private property owners have any right to use space above or below sidewalks maintained by The City.

Such rights, he said, are granted on a temporary basis only, by City permit.

The decision was made in favor of the Bay Area Rapid Transit District against the Embassy Theater Corporation.

The court found that the City and County of San Francisco is the owner specifically of Market Street and the space both above and below the street and sidewalk.

Judge Eyman said that it is the "paramount right of the city to have its streets reserved for public purposes recognized as public policy."

"This policy," he said, "prevails over private interests in the use of streets by abutting property owners."

Old Signs Coming Down

By Harold Gilliam

ROOS/ATKINS MARQUEE OVERHANG

BANK OF AMERICA

A. R. ZIPF
Executive Vice President

April 5, 1972

Dear Bernie:

I am sure you were delighted to see the sign on our roof at Humboldt Branch come down. And, as you may know, we have requested approval to replace the sign at Castro-Market with one in much better taste.

Look forward to seeing you soon.

Kindest personal regards,

Mr. Bernard Averbuch
Market Street Development Project
870 Market Street
San Francisco, California

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF CITY PLANNING

100 LARKIN STREET · CIVIC CENTER · SAN FRANCISCO, CA. 94102

February 4, 1972

Re: Projecting Signs, Marquees and Awnings in Market Street Special Sign District

Gentlemen:

Under the provisions of the Market Street Sign Ordinance adopted by the Board of Supervisors in April 1970, all projecting signs, marquees and awnings extending more than six feet into Market Street and certain adjacent streets are required to be removed within two years after the effective date of the ordinance, that is, by May 18, 1972. Notice of this and other provisions of the Market Street ordinance has previously been given to all owners and many of the tenants along the street, and the removal requirement is being strongly supported as one means of improving the whole street environment.

Section 609.10(e) of the City Planning Code requires removal of these excessive projections on or before the date stated above. In addition, the permit under which any such projection was originally erected over public property is automatically revoked as of that date, and continuation beyond that date would be a violation of the Building Code as well as the City Planning Code.

A survey by the Department of City Planning shows that the following projection(s) beyond a distance of six feet exist on your property, and must be removed by May 18, 1972:

Street Address:

Projection(s):

For your convenience, we are enclosing a circular previously distributed which describes the requirements for both existing and new signs and other projections, as well as a copy of the applicable provisions of the City Planning Code. Should you have further questions, please contact Mr. Russell Watson of this office at 558-3505.

Sincerely,

R. Spencer Steele

R. Spencer Steele
Zoning Administrator

Enc.

cc:

SEC. 609.10. On and Near Market Street from The Embarcadero to the Central Skyway Overpass. (Amortization Period).

* * *

(e) Projection. Except as provided herein, any lawfully existing sign or other feature within the Market Street Special Sign District which does not conform to the projection limitations of paragraph 608.8(d)1 of this Code shall be removed or altered to conform therewith within 2 years after the effective date of said special sign district if such sign or other feature projects over either street property line of Market Street, either street property line of Powell Street, or any other street property line that abuts Market Street and faces Market Street at an angle of less than 90 degrees. The Zoning Administrator may, in specific cases, permit the retention or alteration of an existing sign or other feature which projects more than 6 feet but in no event and under no circumstances more than 8 feet, if the Zoning Administrator determines (1) that the sign or feature is of high quality, in scale with its surroundings, not detrimental to other properties, and not so located that it will conflict with trees or other features in the street area, and (2) that unusual circumstances apply concerning the nature of the sign or feature or concerning the building that would make adherence to the 6-foot limitation impractical without offsetting public advantages.

(f) Revocation of permits. Any permit issued for erection or alteration of a sign, structure or feature required to be removed or altered under subsection 609.10(d) or (e) above is hereby revoked as of the date on which such removal or alteration is required.

* * *

San Francisco Examiner
Wednesday, April 26, 1972

Messy Market St.

MARKET STREET in its current disarray does not lend itself to any admonition that its "beauty" be spared an indiscriminate plastering of political campaign signs.

Its many wooden construction barriers and fences, as BART construction continues, present a strong temptation to eager-beaver bill posters. The Market Street Development Project has written to all candidates urging their campaign workers to desist.

We add our voice to that urging. The street's present air of disorder could only be worsened by a smear of political signs.

34 San Francisco Chronicle
Tues., April 18, 1972 ★★

Orpheum's Sign Loses Height Battle

The Orpheum Theater's four-story-high vertical neon sign and the new Market street sign ordinance collided head-on yesterday. The sign lost.

The City Board of Permit Appeals voted 5-0 to back up a Planning Department ruling that the sign is both too high and extends too far over the sidewalk to comply with the 2-year-old law, which becomes effective May 18.

The ordinance is part of the Market street beautification program, an effort to turn Market into a sort of Champs Elysees of the West.

Under the ordinance, said Wayne Rieke of the Planning Department, no signs will be allowed that project more than six feet from a buliding face, and signs higher than 60 feet will be prohibited without granting of a variance. The Orpheum's sign projects almost two feet too far and is almost ten feet higher than allowable.

James Metzger, president of the Orpheum Building Company pleaded to be allowed to keep the sign.

"If Market street is dark at night, it's going to be dead," Metzger said.

But Bernard Averbuch of the Market Street Development Project said that all other theater owners on Market had agreed to comply with the new law.

Metzger said the sign would be modified to comply with the law.

Market Street

Sign Controls Win Key Test

By Donald Canter
Urban Affairs Writer

A sign ordinance whose enforcement is considered crucial for the success of the $34 million Market Street beautification program has won a major test.

By unanimous vote the Board of Permit Appeals yesterday refused to condone the retentin of a movie theater sign whose dimensions would exceed new City regulations by as little as nine inches.

The decision, involving the Orpheum Theater, appeared to put all Market Street businessmen on notice that The City will allow no tinkering with any part of the beautification scheme for downtown.

The permit reviewers' uncompromising attitude also gave teeth to the May 18 deadline set by The City for the removal of all signs and marquees that violate the sign ordinance.

Flood Feared

The appeals board took its stand after Bernard Averbuch, executive director of the Market Street Development Project, had warned that the granting of any exception to the new sign regulations would trigger a flood of demands for equal favors.

The illuminated Orpheum sign presently projects about eight feet (two feet more than allowed) over the sidewalk and is 69 feet high, nine feet more than will be permissible as of next month.

Variance Denied

Though Burton H. Ladensohn of the San Francisco Neon Company said he could reduce the height of the sign to meet the new regulations, any adjustment in width (by squeezing it closer to the building) would require a nine-inch variance in over-the-sidewalk projection.

Noting that in special cases signs projecting up to a maximum of eight feet may be allowed, Ladsensohn said that Zoning Administrator Spencer Steele had already informed him he wouldn't grant such a variance to the Orpheum.

The only reason for that refusal, Ladensohn insisted is "because he (Steele) doesn't like our sign."

James Metzgar, president of the Orpheum Building Corp., warned the permit reviewers that without a clearly visible sign the building is not rentable.

Metzgar also predicted that the removal of many neon signs will doom Market to being a "dark, dead street."

Option Pending

Showman Barney Gould, announcing he'd formed a group that had obtained an option on the Orpheum for use as a legitimate theater, said he doubted the plan would materialize if the sign had to come down.

Under an agreement worked out by The City's Transit Task Force and the Market Street Development Project, all Market Street theaters may advertise their shows on kiosk-like structures on the sidewalk in front of their buildings.

With the deadline for removal of non conforming signs and marquees approaching, several businesses, including the Bank of America and Greyhound, have already taken theirs down.

MARKET STREET DEVELOPMENT PROJECT • 670 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

21 February 1973

James W. Harvey, President, Board of Permit Appeals
332 Pine Street
San Francisco, Ca. 94104

Dear Mr. Harvey:

The matter of the Eller Outdoor Advertising appeal is on your Board calendar and I am writing in opposition to their application.

The company seeks to install two large billboards on the side of the Willard Hotel, 161 Ellis Street. This property has been enhanced and improved by the newly paved Fifth Street extension, which runs alongside, and the nearby Hallidie Plaza, which will be officially dedicated by the City on 14 March. It would hardly be an improvement of that area to now install billboards where the City has spent millions in a beautification program.

The City has ruled against the billboards on the further grounds it is within the legal limits of the Market Street Sign Ordinance, which prohibits billboards.

I would urge that you uphold the City decision that these billboards would not improve the area and ask that you vote against the applicant.

Sincerely,

Bernard Averbuch

Bernard Averbuch
Executive Director

Application Withdrawn
Because of the
overwhelming opposition

MONTGOMERY STREET STATION
ENTRANCE "L"

THE PROBLEM

BART has constructed an entrance to the Montgomery Street Station located on Post Street, just east of Montgomery Street in front of the Wells Fargo Bank. The City's Transit Task Force states that the entrance is "unacceptable and should be abandoned". The Task Force has asked that BART cover over the opening made by the construction.

There are but three pedestrian entrances to the north from the western centroid of this station. Patronage assignments (1975) and locations of these entrances are:

Wells Fargo (Private)	2450 persons/hour
Entrance "L"	2257 persons/hour
Crocker Plaza	2749 persons/hour

Abandonment of Entrance "L" would place an unusually heavy load upon the two remaining entrances...both on private property!

TRANSIT TASK FORCE POSITION

1. Completion of the entrance would preclude any possibility of reversing the direction of traffic flow on Post and Montgomery in the future.

2. The widening of Market Street sidewalks to 35 feet considered the accommodation of sidewalk entrances.

3. Widening of the Post Street sidewalk to accommodate an entrance requires the permission of the Board of Supervisors and said persmission has not been granted.

4. If BART needs an entrance near this location, then construct one around the corner on Market Street where the sidewalk is 35 feet wide.

Note: There were other statements by the Transit Task Force in the past to the effect that the entrance encroached into the roadway and that a narrowing of Post Street at this "critical point" had an adverse effect on both automobile and bus movement. These complaints are presumed to be modified to those listed above as changes to this entrance by BART have met those objections.

BART POSITION

1. Entrance "L", by providing a convenient, safe and easy access to the Montgomery Station, is an essential element contributing to the successful operation of both the BART and Muni systems.

2. The entrance was located in line with the 1965 Board of Supervisors request for entrances to be located at strategic pedestrian locations.

3. The entrance was shown on every occasion that BART had to address the Board of Supervisors or Committee of the Board.

4. This is the only entrance, not on private property, at this busy intersection.

5. This entrance has an escalator. Both private entrances, Wells Fargo and Crocker Plaza require climbing stairs.

6. Many design alternatives were considered before Entrance "L" was located. The alternatives were rejected as inadequate to meet the needs of the BART and Muni patrons.

7. Both Crocker Plaza and Dillingham Corporation undertook the planning of their entrance with the understanding that there would be a public entrance open at all hours in the Entrance "L" location. The Wells Fargo entrance, particularly, presents a problem as this entry will be closed to the public at all times other than weekday working hours (7:00 a.m. - 7:00 p.m.).

8. The architectural solution to Entrance "L" is particularly good.

9. Closing of Entrance "L" will cause more pedestrian traffic to cross Montgomery Street at Post in order to use the Crocker Plaza entrance. This would cause severe traffic stoppages and expose more persons to personal danger from the automobile.

10. Full consideration was given to all traffic pattern options in selecting this location. Reversal of traffic flow would not be impeded by this entrance.

11. No narrowing of Post Street has been proposed. The width of 29' 6" is the same as shown on the plans for the new Market Street. It is true that Post Street is offset, but this is not to the detriment of traffic flow as automobiles cannot use the curb lane of Post Street due to the parked vehicles. It must be noted that both O'Farrell and Ellis Streets are offset to no apparent disadvantage.

12. This station was designed and the entrance fixed in 1966-67. The 35 foot wide sidewalks were not adopted until February 1968, and it was not until June 1968 that the voters approved funds to accomplish this. Until this event took place <u>all</u> entrances protruded into street areas and required sidewalk widening.

13. This entrance has been narrowed on three occasions to meet Task Force objections.

14. Considerable expense has been made on this entrance to date. The excavation is complete, the concrete structure constructed and the escalator ordered.

15. Entrance "L" has been strongly supported by the Market Street Advisory Committee (composed of representatives of BOMA, Chamber of Commerce, Downtown Association, Market Street Development Project, RDGA and SPUR) and adjoining property owners and tenants.

16. The suggestion of the Transit Task Force, that is, entrance be located around the corner on Market Street, has been considered and rejected for the following reasons:

a) From a patronage standpoint, the entry would be removed from the dominant pedestrian flow and, therefore, seriously misplaced.

b) Would require the expensive relocation of a utility valut.

c) Two points of entry in to this station would be possible by this location. One is remote from the centroid and its fare collection equipment and, therefore, unacceptable. The other would cause some reconstruction of the existing Entrance "L", but this entry would then require a moderately long (100 foot) passage way with two underground turns necessitating additional security requirements.

In short, the entry suggested by the Transit Task Force is rejected as being unworkable, inefficient and costly.

CONCLUSION
Entrance "L" is properly sited and all efforts to close or reconstruct the entrance at a new location should be resisted.

ACTION
Request that the Board of Supervisors approve Entrance "L" as presently planned by BART.

ADDITIONAL ACTION FOR BOARD OF SUPERVISORS
Investigate why Post Street is planned for a width of 29' 6". This width appears to provide for a double right turn by both westbound Market Street lanes that are only 25 feet in width!

Is the intent to encourage both lanes of Market Street traffic to use Post Street? Is this wise? It would seem that a single lane of less width (25'? 20'?) might be sufficient. This would permit an even wider entrance and provide for an increase in the size of the small pedestrian island located in this intersection. (Remember, the substructure of Entrance "L" was built to accommodate stairs and escalators of 16' 6½" in width, but has been narrowed in order to satisfy various City demands).

Market Street will become, and rightly so, a predominately pedestrian and transit oriented street. It seems that the actions surrounding this small portion of Post Street (East of Montgomery), are not in the best interest of the City of San Francisco, its taxpayers and citizens in this regard as preferential treatment is being given to the automobile.

End of An Era at Clinton's

2 San Francisco Chronicle ★★ Mon., Aug. 21, 1972

A man in his early 60s paid his check at Clinton's Cafeteria, and the cashier reached for a pad and scribbled:

"I am glad you came in as we close Aug. 26."

He gave her a quizzical look, and she wrote: "For good."

The man, a deaf mute, appeared stunned, then genuinely distressed. His hand was trembling as he replied on the pad:

"What will I do? Where will I eat?"

SCENE

That scene — the incredulous look, the anxiety, sometimes a tear — is a common one these days at Clinton's.

For it's true: Clinton's Cafeteria, a landmark at 1059 Market street for a half century, will serve its last meal on Saturday.

And with its closing will close a way of life for those of middle means — reading the paper over a leisurely breakfast, the white linen tablecloth and napkins with their air of gentility.

ERA

"We have come to the end of an era," said Paul C. Mills, president, Clinton Cafeteria Co.

"Large public cafeterias in the central city become financially impractical as building costs and taxes increase to a point where they can no longer pay a rent that will amortize the investment."

Mills could not recall a recent year that was profitable.

In 1950, the cafeteria did $2 million in business and had 120 employees; in 1970, $30,000 with 50 employees.

FACTOR

This year there was a sharp decline, and in the last few months the losses have run $10,000 a month.

"The unions have not been a major factor," he said. "Even if we were not a union house we still could not pay our staff any less or expect any more from them."

The biggest single blow, he said, was the removal of the federal courts in 1964 from the nearby Main Post Office Building to the new Federal Office Building.

For judges, lawyers, clerks, FBI agents, Internal Revenue Service people and deputy marshals, Clinton's had been the favorite spot.

"For years U.S. Commissioner (Francis) Fox presided over a table with a dozen or so of his cronies," Mills recalled. His was the only table that bore a sign: RESERVED.

"It was on a silver stand. He always arrived in a black Stetson and a white goatee, a distinguished looking gentleman, gracious, a wonderful talker."

MONEY

White tablecloths and napkins in a cafeteria? Isn't that expensive?

"Saves us money," Mills said. "Keeps out the type of people we don't want. They walk along Market, look in the windows and see the tablecloths — and walk on.

"The chain hamburger places — the one on the corner, and the one a few doors down — they have to hire guards to keep these people out, or nudge the dawdlers."

HISTORY

The Clinton cafeteria dynasty, now ending, was founded in 1906 when Mills' grandfather, E. J. Clinton, set out from Missouri with his family on his way to China as a missionary.

He ran out of funds in San Francisco and started Dennett's Sunbeam Coffee Parlor on Market street, with a partner.

MARIE WEST
A customer for 31 years

In 1901, Clinton bought the Puritan Dining Room, then and in 1920 turned the Portola Louvre Cafe — in the basement of the Flood Building at Powell and Market — into the first-named Clinton's Cafeteria.

CHINA

By then there were seven Clinton's, three with cafeterias.

Clinton did get to China in about 1903, but returned after a year, his family staying on till 1910.

In 1933, he sold the company to his son, Clifford, who started the Clinton's Cafeterias in Los Angeles and the famed "Meals for Millions" in underdeveloped countries, and to his son-in-law, Paul R. Mills (father of Paul C.).

The senior Clinton then lost most of his money in gold-mining ventures in the Sierra.

George Mardikian, the millionaire restaurateur, got his start as a bus boy in Clinton's at 18 Powell, and so did Les Malloy, the radio personality.

HOME

The home away from home — good food, well-prepared; plenty of elbow room between tables; sitting and reading the paper or a book or writing letters, all day if you want — such was the atmosphere that built a loyal clientele.

"Mr. Parsons . . . sorry, I don't know his first name — we always call him Mr. Parsons . . . well, Mr. Parsons lives out in the avenues and comes by bus every morning

The white tablecloths sat on too many empty tables, and Clinton's Cafeteria closes Saturday

PAUL C. MILLS
Company president

for breakfast, and when the bus strike was on he'd take a taxi down, even on Saturday and Sunday," said the cashier, Myra Van Cleef, whose brother-in-law is film actor Leo Van Cleef.

YEARS

Marie West, who lives on Geary street, has been eating at Clinton's for 31 years. "Everyone's so nice," she said. "And the employees tell me, 'It's the nicest place I've ever worked.'"

Cresencio Basul, who began as a bus boy when Clinton's opened in 1922 and rose to chef, vouched for that: "Two months ago I opened a Mexican restaurant out on Mission street, but I pay someone more to run that — so I can work here."

The 71-year-old works part-time.

He thought of what he'd said, then laughed. "Funny, no?"

Nathan Marzolf, at 64 the oldest bus boy (15 years on the job), shook his head bewilderedly. "My God, who would ever think such a thing would happen?"

In 1946, Mills redid his office in mahogany, and his father hung a reminder on the wall. It's still there, its message now something of an irony:

"No industry ever stands still. Every company in this country is either going forward or going backward, according to the necessity for the service which it performs and the quality of its performance."

Millie's Column

Cheers on Market Street

Market street on New Year's Eve, 1946: the tradition went on

By Millie Robbins

THE CUSTOM of celebrating New Year's Eve on Market street was started around the Turn - of - the - Century and gradually grew in popularity and proportion. Eventually all of the City's able bodied inhabitants, young and old, rich and poor, were participating.

In the beginning it was a spontaneous public event without organization. Later, downtown merchants got into the act and raised a good deal of money for such things as special lighting and decorations.

In 1909, for instance, Paul T. Carroll headed the arrangements committee with Andrew G. McCarthy, chairman of the financial department. Robert A. Roos, W. D. Fennimore and John A. Hammersmith completed the group.

Among the greatest enthusiasts, by the way, were the Chinese. That year Look Tiu Eli, manager of the Sing Chong Company, the first to begin rebuilding in Chinatown after the Earthquake and Fire, was principally responsible for raising $10,000 for the festivities.

The 1906 disaster had put a temporary end to the practice, since Market street was in no condition for promenading.

"But when at length the restoration was complete enough to permit the annual celebration on that thoroughfare, it was accompanied by such manifestations of joy and felicitations over the return of the 'old street,' that credence was lent to the assumption that the community is permeated with sentimentality," wrote John P. Young in his two-volume history of San Francisco, published in 1912.

"On every New Year's Eve since, dense throngs have overflowed the sidewalks and invaded the streets, making the movement of cars for any other purpose than affording an opportunity to witness the spectacle of the noisy celebrants something of a mockery."

In general, the crowd was in a carefree, merry mood, parading along ankle-deep in confetti. As might be expected, though, there were some uninhibited citizens who gave trouble.

"The best of humor usually prevails," continued Young, "but rowdyish tendencies sometimes assert themselves and the city's entire police force is required to restrain the exuberance of the moving masses. Some resort to other methods of getting rid of their surplus energies than by blowing horns, ringing bells, creaking rattles and throwing colored paper.

"The leading restaurants have such a run of patronage that they require the reservation of seats based on a strictly cash consideration."

An ad for the St. Francis Hotel in a December 1909 edition of Town Talk reads in part: "This hotel will present novel illumination and the New Year will be announced by a quaint Old World ceremony.

"Special music, souvenirs and surprises will be provided."

From the Fairmont's ad in the same magazine.

"The enjoyment of the New Year's Eve on Market street will be worthily completed by supper in the beautiful Laurel Court."

The 1909 committee: standing, Robert A. Roos, A. G. McCarthy; seated, W. D. Fennimore, John A. Hammersmith, Paul T. Carroll

More Colorful San Franciscana

By Millie Robbins

THE MOST gorgeous and by far most sensational of the performers who played at the old Portola-Louvre restaurant, formerly at Powell and Market streets, was La Estrellita, the great Spanish dancer.

So says Vern Martelle, whose specialty act often was booked into the place, too.

"I used to run in between my own shows just to sit and look in utter amazement at her great talent. She is now Mrs. Paul Jones and heads her own company — Paul Jones Perfumes, which are found in the better stores.

"I frequently visit her at her impressive 25-room residence in Piedmont. She is quite elderly but still a beautiful person."

Another former Portola-Louvre headliner in this area is Mlle. Berthe D'Aubuguy, a concert singer, who now lives in The Heritage on Laguna street.

★ ★ ★

Author Helen Holdredge writes from Sacramento that her book about Mammy Pleasant, one of the City's more notable characters of old, will be issued in paperback form, probably with some new illustrations, in November.

There's a good chance, too, that her "Firebelle Lillie," an entertaining biography of Lillie Hitchcock Coit, will be produced as a musical.

★ ★ ★

Mary Stent's decorating chore for the opera opening-night dinner at the Society of California Pioneers is a huge one — she's painting eight-foot-tall wooden plaques depicting characters in "Norma," the season's operatic premiere.

This voluntary operation consumes most of the artist's summer.

Why does she spend so much time on a project for one fleeting night's display?

"I become so involved — to use an overworked word — in the story and in breathing life into these titans that the reward is a release of something inside of me, I guess," Mary explains. "This year's little-played 'Norma' particularly offers much drama."

For some time now Mary has conducted classes in the "painting garden" of the Vallejo street home she shares with her husband, Ernest. Recently a group of San Francisco Garden Club members were among those attending the classes.

★ ★ ★

"The elderly priest you mentioned whose shade haunts the Royal Presidio Chapel (now the Cathedral of Monterey) in the California Diocese is Father Mestres, who restored Carmel Mission," advises the Reverend Harold James Speetzen of Morro Bay.

"I know priests who think they have seenh is ghost," Reverend Speetzen adds.

(That building, now a registered National Historic Landmark, was erected in 1794. It's well preserved and in regular use today — and not just by spooks, either.)

★ ★ ★

Earlier this year another painting by the late local artist Theodore Wores was added to the collection of St. Francis Memorial Hospital.

HELEN HOLDREDGE
Musical in the offing?

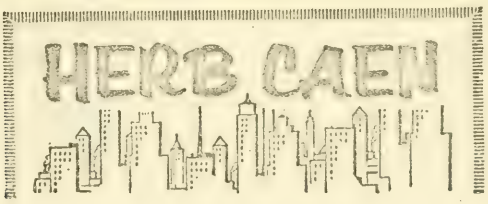
MARY STENT
Operatic plaques

Titled "The Hunting Grounds of the Past," it was a gift from Edgar Bissinger through the Bissinger Foundation Fund.

The picture was painted 59 years ago while Mr. and Mrs. Wores were traveling through the Canadian Rockies.

Feeling that the work belonged in the City, Mr. Bissinger obtained the painting from a local collector when he learned that a Canadian planned to acquire it.

S.F. Sunday Examiner & Chronicle, Sunday Punch, March 26, 1972



★ ★ ★

AN OLD-TIMER is one who remembers Market St. before it was torn up — and that goes ack quite a spell, all right. BART's first bite was aken in July '67, and the job won't be completed ll "sometime in 1974," to quote an exec. Isn't that a little behind schedule?" I asked. Only six months!" he huffed. Sorry . . . Three rs to go, and although I can't recite the names all the companies involved in this boondoggle, can only conclude that they should be replaced. t was back in '68 that a hardhat grinned up from he subway trench at Fifth and Market: "Do you ealize that not one of us down here knows what he hell we're doing?" . . . I realize it now. I also ealize that the reason we've always called Market St. "the main drag" is that it's mainly a drag.

★ ★ ★

★ ★ ★

BACK TO Market St. for a moment, you know of course that a large part of its eventual "beautification" will be sycamore trees to be planted between the McDonald's and Doggie Diners over the objections of the evergreen crowd. In fact, the sycamores are now growing down around Watsonville and will be brought up here as the street is completed (Landscape Architect Larry Halprin is hot for sycamores, but he likes the Vaillancourt Fountain, too) . . . For the record, I just found out that Seattle tried sycamores and gave them up. Of 101 planted on Fifth Ave. there, all but 22 have cracked the sidewalks and buckled the street pavement with their powerful roots. "Also," adds a Seattle official, "The leaves clog drains and are treacherous when flattened and wet" . . . And now, a word from Dr. Bert Thomas of Sacramento, where they are stuck with sycamores, too: "They're dirty. The leaf drop is so tremendous that streetcleaning crews can't cope with it, and in the spring, the yellow pods scatter powder everywhere. I'd hate to see San Francisco stuck with these beasts" . . . Evergreens forever — or, in a word, forevergreens! And deciduous fruits for Polk and Castro.

Mon., Aug. 28, 1972 ★ San Francisco Chronicle 23

The Walking Caen

"A BIG CITY," I once said unmemorably, "is one in which the main street is not called Main Street." Here, of course, it's Market, a little number we borrowed from Philadelphia for purposes of gentility. It has never been particularly genteel or even gentile, however, which is why it continues to fascinate me. It bustles and bursts with life, dirt, all the ugliness of big cities, occasional beauty and much heartbreak.

Lately, the big street has been ravaged and savaged, mainly by BART and partly by the improvers who are in the process of "beautifying" Market to the usual tune: about $34.5 million! Meanwhile, the barricades are everywhere, just like in the French Revolution, and driving is a daily adventure.

Whenever I want a tiny laugh, I walk over to the empty Penney's store at Fifth and Filth and look in the windows at the drawings of the New Improved Market Street, Arriving Soon! All those neat sycamores and brick sidewalks and shining subway entrances and pretty kiosks, just like Paris, mon ami. Spotless, speckless, feckless, but I'm still betting on the people of Market. They'll win. They always do. Give it a year and New Market will be just like Old Market, for the slobs are mighty and many and shall prevail.

★ ★ ★

I WALKED along Market, admiring the Emporium and the Flood buildings, as I always do. Architecturally, they're related, excellent examples of Good Old San Francisco Gray, built to last. They are part of what was truly the street's golden age — the time of movie palaces like the Fox and Granada, lumbering streetcars and the wonders of the Crystal Palace.

Now the marquees are coming down, which may be all to the good, and the movies' titles are plastered flat against the walls. The extravagant signs of the Great White Way era are disappearing. Soon all will be understated class, a street for strolling under spreading trees, like the Champs-Elysees — now, incidentally, one of the ugliest streets in Paris.

The New Market Street: at Seventh, the Fosters where oldsters once sat and gossiped, has been placed by a hurry-hurry Jack in the Box (Jacques dans la Boite?). I walked through its plastic nothingness and emerged. Up the block, a McDonald's, plastic flowers blooming where Weinstein's once sold fire-damaged goods. And further on, the greatest loss of all to the old downtown people who need a gathering place: Clinton's Cafeteria, which closed forever last Saturday as rheumy eyes spilled tears.

★ ★ ★

EVER SINCE 1912, Clinton's had been serving custard, ham hocks, oat meal muffins and similar good, wholesome food at reasonable prices. Further, as Jack Casford, a one-time regular, points out, the place had a touching ambiance of faded respectability — a cafeteria with real linen tablecloths, and kindly employees who didn't try to rush the almost-poor dawdling over their coffee. A sign on a wall listed the number of people who had eaten there since it opened, a number changed daily. The day I dropped in, it read "Since 1912 We Have Served 119,766,935 Nice People." So long, all you nice people and your nice place.

A lot of us remember an even grander Clinton's in the basement of the Flood Building, with a trio: a stern woman in black at the piano, a white-haired cellist and a slicked-down violinist, the music clashing pleasantly with the rattle of trays and cutlery. Pat Steger, a Clinton child, too, recalls "When I was a little girl I thought all fancy restaurants had white tile floors."

Now the few remaining cafeterias have paper and plastic containers, not the proper kind. Remember during the depression when the down-'n'outers would sidle in, grab a glass of water, go over to the counter and splash catsup into the glass for instant tomato juice?

★ ★ ★

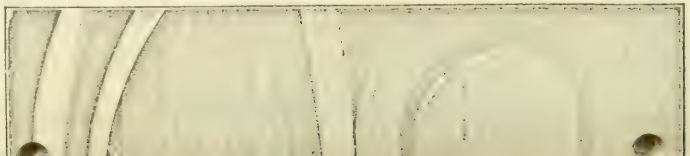
MARKET, the great walking and gawking street. At the Palm Garden, which dates back to 1893, the customers are still huddled at the outside counter, spooning down the clam chowder or forking up (as the menu says) the Shrimp Louie, a rather cavalier way to treat the historic Poodle Dog chef, Louis Coutard, inventor of Shrimp Louis.

In window after window, the sign "Aqui Se Habla Espanol," another indication of how the city has changed. A nostalgic shocker in the 1000 block: Rose Jewelers advertising a "Depression Sale"! We don't have depressions any longer, Rose, stop living in the past. Richard Nixon is not Herbert Hoover—a chicken in every pot, a little pot in every chick, and two bombs for every Vietnamese.

★ ★ ★

IT IS DOWN toward the Ferry Building that the "new" Market begins to look promising, even impressive. The garden alongside Standard Oil — magnificent. Those urban works of art that adorn the entrance to PG&E: the huge blue and gold light fixtures, designed for the ages. Near the Ferry Building, brown baggers lunching on the grass — and staying conspicuously far away from Mr. Vaillancourt's vengeful fountain. And the Ferry Building itself, still the queen of this long, vital street that divides the city, literally, but may yet bring it all together. If the people come to mingle on Market, the millions will not have been spent in vain.

BACK TO MARKET STREET



AS SUNG BY

Photograph of Half Section of Emporium Arcade

AS SUNG BY

The Audience

at the

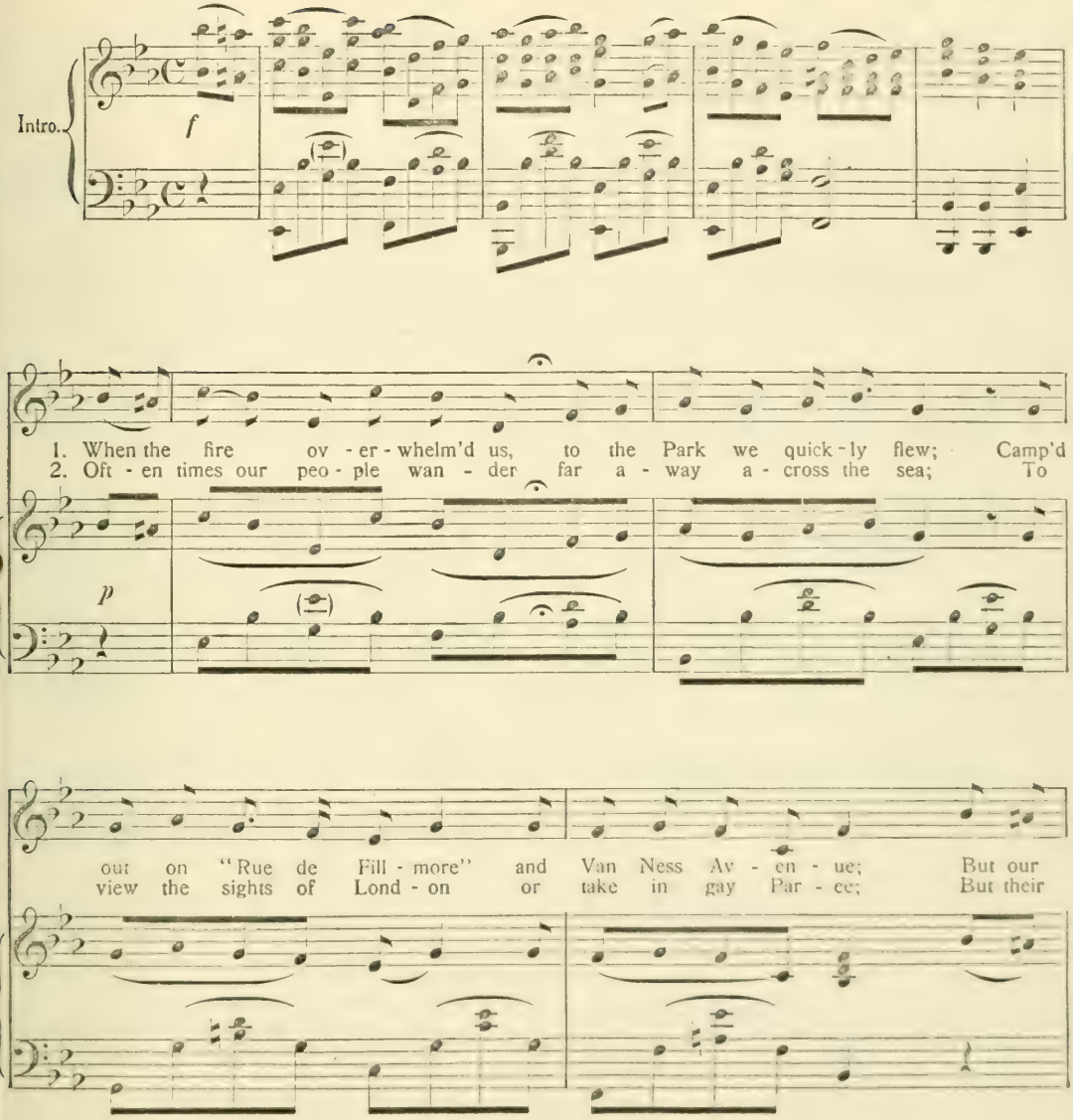
Valencia Theatre

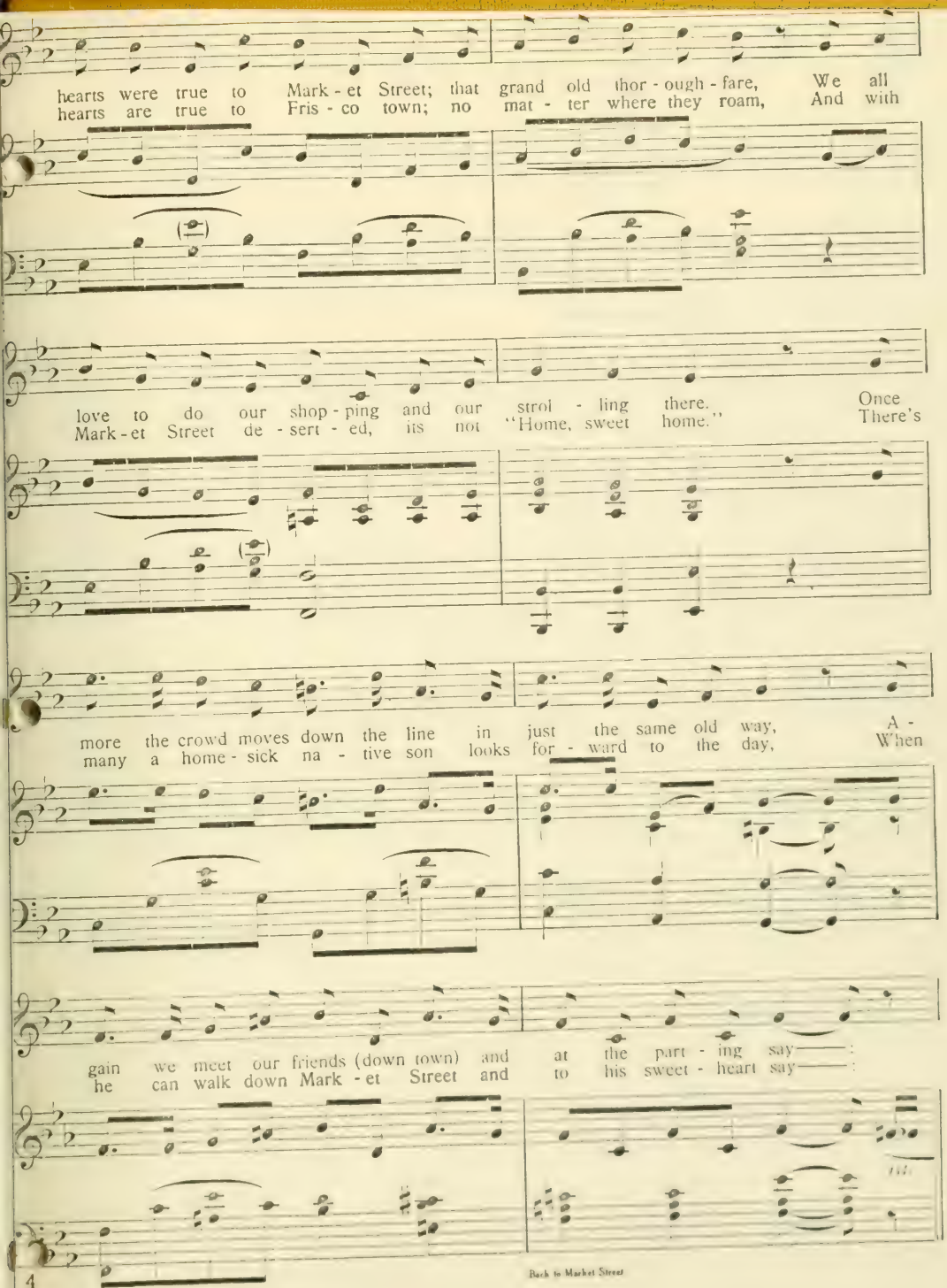
DURING THE PLAY OF THE

"COLLEGE WIDOW"

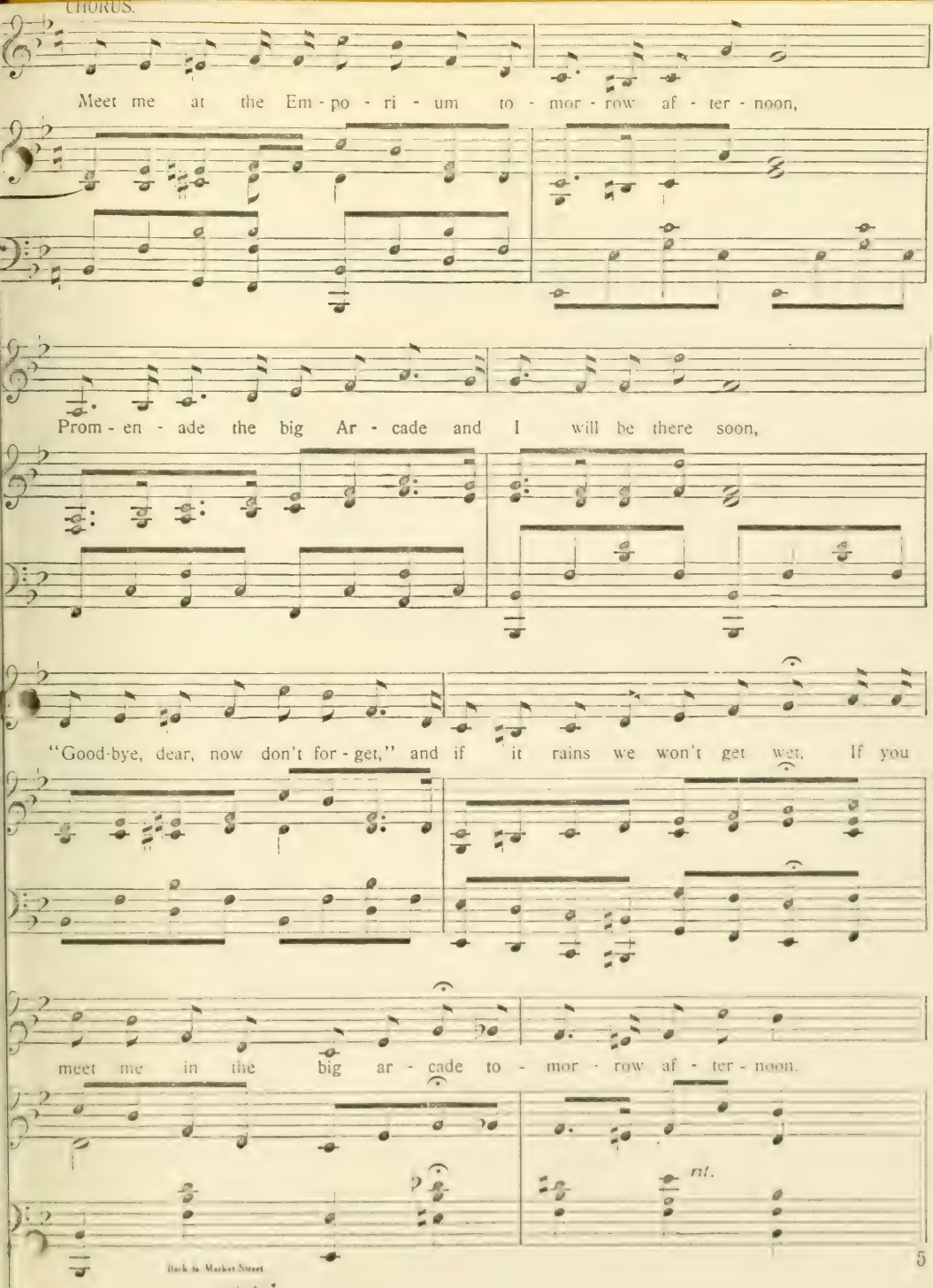
BACK TO MARKET STREET.

Words and Music
By VIRGIL MOORE.

Arranged
By PAUL STEINDORFF

Intro.
f
1. When the fire ov - er - whelm'd us, to the Park we quick - ly flew; Camp'd
2. Oft - en times our peo - ple wan - der far a - way a - cross the sea; To
p
out on "Rue de Fill - more" and Van Ness Av - en - ue; But our
view the sights of Lond - on or take in gay Par - ee; But their


hearts were true to Mark - et Street; that grand old thor - ough - fare, We all
hearts are true to Fris - co town; no mat - ter where they roam, And with
love to do our shop - ping and our stroll - ling there. Once
Mark - et Street de - sert - ed, its not "Home, sweet home." There's
more the crowd moves down the line in just the same old way, A -
many a home - sick na - tive son looks for - ward to the day, When
gain we meet our friends (down town) and at the part - ing say
he can walk down Mark - et Street and to his sweet - heart say

CHORUS.


Meet me at the Em - po - ri - um to - mor - row af - ter - noon,
Prom - en - ade the big Ar - cade and I will be there soon,
"Good-bye, dear, now don't for - get," and if it rains we won't get wet. If you
meet me in the big ar - cade to - mor - row af - ter - noon.
rit.

MARKET STREET

FIRST STREET TO VAN NESS AVENUE

TRUCK LOAD OCCUPANCY AND TRAFFIC LANE BLOCKAGE SURVEY

Monday May 2 to and including
Friday May 6, 1966

I. T. Zaragoza
Director of Traffic

Thomas J. Cahill
Chief of Police

FIRST DAY SUMMARY - MONDAY, MAY 2, 1966 - 8 A.M. to 4 P.M.

CURB OCCUPANCY:

Total trucks observed for eight (8) hour period.

Delivery	621
Service	49
Construction	153
Utility	24
TOTAL	847

Total Emergency Vehicles (Fire, Police, Ambulance) 10

LANE BLOCKAGE INCIDENTS OBSERVED:

Street Repair	1
Building Construction	1
Utility Opening	2
* Double Parking	26
Accidents	1
** Safety Zone	81
Breakdowns	0
TOTAL INCIDENTS	112

* Counted only when legal space not available
** Vehicle stopped between curb and safety island

SECOND DAY SUMMARY - TUESDAY, MAY 3, 1966 - 8 A.M. to 4 P.M.

CURB OCCUPANCY:

Total trucks observed for eight (8) hour period.

Delivery	676
Service	56
Construction	79
Utility	39
TOTAL	850

Total Emergency Vehicles (Fire, Police, Ambulance) 6

LANE BLOCKAGE INCIDENTS OBSERVED:

Street Repair	3
Building Construction	0
Utility Opening	5
* Double Parking	29
Accidents	0
** Safety Zone	97
Breakdowns	4
TOTAL INCIDENTS	138

* Counted only when legal space not available
** Vehicle stopped between curb and safety island

THIRD DAY SUMMARY - WEDNESDAY, MAY 4, 1966 - 8 A.M. to 4 P.M.

CURB OCCUPANCY:

Total trucks observed for eight (8) hour period.

Delivery	549
Service	44
Construction	118
Utility	29
TOTAL	740

Total Emergency Vehicles (Fire, Police, Ambulance) 16

LANE BLOCKAGE INCIDENTS OBSERVED:

Street Repair	2
Building Construction	0
Utility Opening	0
* Double Parking	17
Accidents	0
** Safety Zone	69
Breakdowns	0
TOTAL INCIDENTS	88

* Counted only when legal space not available
** Vehicle stopped between curb and safety island

FOURTH DAY SUMMARY - THURSDAY, MAY 5, 1966 - 8 A.M. to 4 P.M.

CURB OCCUPANCY:

Total trucks observed for eight (8) hour period.

Delivery	602
Service	43
Construction	105
Utility	42
TOTAL	792

Total Emergency Vehicles (Fire, Police, Ambulance) 6

LANE BLOCKAGE INCIDENTS OBSERVED:

Street Repair	3
Building Construction	1
Utility Opening	2
* Double Parking	30
Accidents	0
** Safety Zone	82
Breakdowns	2
TOTAL INCIDENTS	120

* Counted only when legal space not available
** Vehicle stopped between curb and safety island

FIFTH DAY SUMMARY - FRIDAY, MAY 6, 1966 - 8 A.M. to 4 P.M.

CURB OCCUPANCY:

Total trucks observed for eight (8) hour period.

Delivery	603
Service	40
Construction	174
Utility	80
TOTAL	897

Total Emergency Vehicles (Fire, Police, Ambulance) 2

LANE BLOCKAGE INCIDENTS OBSERVED:

Street Repair	4
Building Construction	1
Utility Opening	0
* Double Parking	23
Accidents	0
** Safety Zone	81
Breakdowns	0
TOTAL INCIDENTS	109

*Counted only when legal space not available
**Vehicle stopped between curb and safety island

TOTAL SUMMARY FOR SURVEY WEEK - MONDAY, MAY 2 TO AND INCLUDING FRIDAY, MAY 6, 1966 - FIVE DAYS - 8 A.M. to 4 P.M.

CURB OCCUPANCY:

Total trucks observed for five (5) day period.

Delivery	3051
Service	232
Construction	629
Utility	214
TOTAL	4126

Total Emergency Vehicles for five (5) day period. (Fire, Police, Ambulance) 40

LANE BLOCKAGE INCIDENTS OBSERVED:

Total lane blockage incidents observed for five (5) day period.

Street Repair	13
Building Construction	3
Utility Opening	9
* Double Parking	125
Accidents	1
** Safety Zone	420
Breakdowns	6
TOTAL INCIDENTS	577

* Counted only when legal space not available
** Vehicle stopped between curb and safety island

For further information contact:
Transit Task Force 558-3757

For Release:
After 2:00 p.m.
Thursday, August 12, 1971

Schematic plans for beautifying and renovating Upper Market Street between the Central Skyway and the foot of Twin Peaks were presented today (Thursday, August 12) to the San Francisco Planning Commission by Piero Patri, spokesman for the designers, Whisler-Patri, San Francisco architects and planning consultants.

Features of the design include a plaza at Castro Street, a block long linear park, broad sidewalks lined with trees and special treatment of the intersections. Many of the design elements are similar to those of downtown Market Street, though there are significant differences in scale and application because of the different character of Upper Market Street.

Funds are currently available for only a part of the Upper Market renovation program. Some $500,000 for renovating the areas surrounding the Church and Castro Street transit stations was included in the 1968 Market Street renewal bond issue.

"In our design," Patri said, "we have stressed the neighborhood aspect of Upper Market. By enhancing the street, it will function as a neighborhood mall,

serving as a focus and unifying element for the surrounding area. Though it will remain a main arterial, its barrier effect has been lessened and emphasis has been placed on the amenities that will make it attractive to the pedestrian. This plan can serve as a basis for the revitalization of the entire Upper Market Street area. Further, many of the urban design concepts employed are readily adaptable to other neighborhoods in the City."

The renovated Upper Market Street would retain the present six lanes for automobiles, however traffic would be much less congested as the street cars will be underground.

One of the main features of the plan is the broadening of the sidewalks and paving them with brick. For most of the street, the mid-block section of the sidewalk would be 16 feet wide. At the intersections, it would widen to 24 feet, creating a sheltered bus loading zone and a block long parking bay. This bay eliminates the need for tow-away zones during the rush hour.

At the corners, the broad sidewalks form mini-plazas where the street furniture would be clustered. The

benches, telephone booths, information kiosks, etc., would be mounted on low walls. These walls, ten to fifteen feet long, also serve to screen the areas from passing traffic. Depending upon its use, each intersection would have a distinct configuration of street furniture. Provisions could be made for planters with colorful floral displays.

All of the crosswalks and other pedestrian areas would be paved with brick. At the middle of each crossing on Market there would be a small safety island for pedestrians to take the place of the no-longer needed street car loading zones. The sidewalks and crosswalks would be bordered by white curbs or inlays to demark the pedestrian area and increase traffic safety.

A major element of the plan is the brick-paved Castro Plaza which would be located at the southwest corner of Castro and Market. The plaza would serve the Castro Street Station, the last subway stop on the Muni lines from downtown. This station, along with the Powell Street Station, is one of the two along Market with a mezzanine that opens directly outdoors.

The center portion of the plaza is below street level to provide direct access to the station mezzanine.

Access from the street is by a broad flight of stairs and an escalator. The sidewalk bridges the center of the Plaza in a graceful curve. In the corner opposite the main flight of stairs is a series of reflecting pools which give added interest to the plaza.

Rising from the pools is a tall sculpture, of presently undetermined design, which will be visible above the trees and serve as a visual terminus for the renovated Market Street. To underscore the visual terminus aspect of the Plaza and to add color to the street, circles of flagpoles are located on each side of Market at the intersection. A stand of trees at the 17th Street intersection further emphasizes the importance of the area.

The second station entry, on the north side of Market at Castro, and the entries for the other station on Upper Market, at Church Street, will be similar to those in the downtown area. There will be a flight of stairs and an escalator adjusted to the flow of traffic; down in the morning, up in the evening. Signs will clearly mark the stations and there will be information maps showing the transit routes.

Another feature of the plan is a block long linear park on the north side of Market between Duboce and Church. As there is sufficient offstreet parking here, the sidewalk would remain a full 24 feet wide for the entire block. There would be a double row of trees and, to further the park-like atmosphere, a low berm, planted with shrubs and ground cover, would shield the supermarket parking lot from the street. There would be seating areas at intervals along the brick-paved sidewalk.

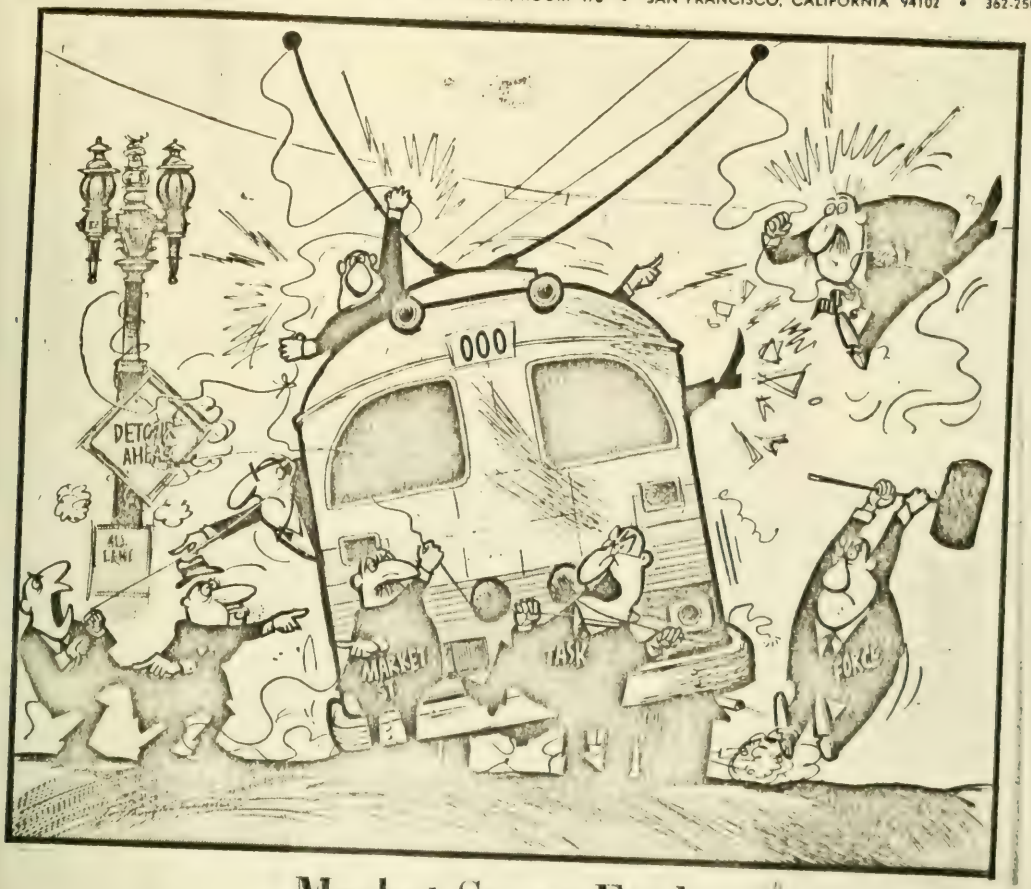
Other features of the plan include brick-paved sidewalks for the major side street shopping areas, Church and Castro, and along 16th Street to the library. Smaller trees of a contrasting color would be planted on side streets at their intersections with Market Street.

Special treatment is accorded the first block of Duboce. Here the J and N cars emerge from the subway. The portal and the tracks will run down the center of the street with a low wall separating the automobile lanes from the tracks. The median over the portal will be planted with trees and shrubs.

For the entire length of Market, the street will be lined with a single row of London Plane trees except at the intersections and the linear park where there will be a double row. These trees, which are the same as those which will be planted in the downtown area, are open-branched and deciduous, thus allowing more light on the street during the winter when the sun is low. They are quick growing to a height of 35 to 40 feet.

It is proposed that the familiar "Path of Gold" street lights, which are used in the downtown section, be used here. At night, the level of illumination will be substantially greater than it is now. In addition, at the corners there would be smaller, candelabra-type lights under the trees to illuminate the mini-plazas. Certain buildings and monuments, such as the Mint and the equestrian victory statue at the Dolores intersection could be illuminated with softer lights to create visual points of interest.

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 478 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500



Market Street Foulup

THE MARKET STREET TASK FORCE, an official interagency set up to co-ordinate the various construction, transportation and beautification projects of BART, the Municipal Railway, and the merchants' Market Street Development Project, has brought off a costly masterpiece of confusion by neglecting to co-ordinate.

It has proceeded with a $4 million contract for installing traffic signals and paving sidewalks and planting trees, which will require the removal of trolley lines by August 31 — and has done so without informing the Muni management.

Thus the Task Force, headed by Jack Barron, an engineer on loan from the Public Works department, has created a situation that could deprive Market street of trolley-bus service, or cost the city hundreds of thousands of dollars, or both.

Here is a foulup that ought not be dismissed by the City Hall with a shrug.

Page 4—S.F.Examiner Fri., July 28, 1972

Expensive Mixup on Market St. Trolleys

By Russ Cone
City Affairs Writer

Jack Barron, chief of the Market Street Task Force, was caught in a costly bit of uncoordination yesterday by the Board of Supervisors' Transportation Committee.

Whether it will cost The City $140,000 or more than $1 million to undo the situation remains to be seen.

Longer Time

After nearly an hour of increasingly embarrassing testimony, Barron quietly replied to committee Chairman Robert E. Gonzales' charge of "no coordination," that we're going to have to evaluate this . . . At this time, I don't know what the solution is."

Barron had confidently confronted the legislators yesterday with his plan to remove five trolley coach lines from Market Street by Aug. 31 so that installation of new traffic signals and sycamore - dotted sidewalks can proceed on schedule.

He ran smack into Municipal Railway General Manager John M. Woods who testified it would require at least 12 months of planning and 450,000 to shift the trolley coach lines off Market and onto Mission and Howard Streets.

Woods said his department had not planned to do this until 1975, at the same time Market Street streetcars will begin operating in the subway.

Well, Barron said calmly, the Muni could merely replace the trolley coaches (and need for their over head wires) by substituting diesel motorcoaches.

"We haven't got 'em," said Woods. It would require 100 motorcoaches. Woods said he couldn't possible scrounge that many

This was news to Barron, but obviously not to Gonzales, who had done some homework. And didn't Barron already have a $4 million contract under way for the signals and sidewalks?

Barron acknowledged the contract has been let. To slow the work so that trolley wires and new signal fixtures could mix, he noted, would add at last $140,000 to the contract cost.

There is another problem: The sycamores, now growing and blooming in 3 and 3-foot boxes outside Watsonville. If they are not replanted in Market Street in the next few months, as planned, they will become root - bound in the boxes. The City must buy new ones.

Protest Ahead

Gonzales also drew out from Deputy City Attorney James Stark that any shift of Muni lines off Market Street must first be approved by the Board of Supervisors, a maneuver well calculated to bring down storms of angry citizen protest and likely defeat for such a move at this time.

Ruth Church Gupta spoke for San Franciscans For Clean and Quiet Transit, which wants the electric - powered trolley coaches retained on Market Street indefinitely and, if possible, extended to most lines in The City.

Gonzales' committee, at length, postponed the matter two weeks, instructing Barron to bring together his Task Force, which is supposed to be coordinating the work of improving Market Street while constructing a subway, and to find some way out of the present dilemma.

eautification Loses

Trolley Buses to Stay On Market Until 1975

San Francisco Chronicle 51
★★★★ Fri., Aug. 11, 1972

By Jerry Burns

n extension in the life ectric trolley buses on ket street was voted erday by a key com- ee of the Board of Su- isors.

the delight of transit yists, the Streets and nsportation committee mmended that the full board keep all existing trolley lines on Market until 1975 or until the new Municipal Railway subway goes into service.

The decision failed to please the members of the city's Transit Task Force, who had originally hoped to remove trolley wires at the end of this month and were ready yesterday to accept an 18-month removal time.

BEAUTIFICATION

John Tolan, the mayor's deputy for development and chairman of the Task Force, warned that any delay in removal longer than 18 months would just add more delays to the $30 million beautification of Market street.

"The mayor is in favor of keeping the trolleys on Market as long as possible, but he also wants to get the beautification project finished," he said.

The supervisors seemed more persuaded by citizens who argued that Market street will be a mess until 1975 anyway. They pointed out that overhead wires to power the Muni streetcars will remain until the new subway starts some time that year.

LONG-RANGE

Long-range plans for Market street call for trolley buses to be shifted to Misson street, and diesel buses providing service between subway stops on Market.

As usual, civilian transit experts denounced the diesels and urged more use of the trolleys.

"The noise and smell of the red monsters is a lot worse than the ugliness of the trolley wires," said Ruth Church Gupta, of San Franciscans for Clean & Quiet Transit.

"We urge that trolleys be kept on Market at least until 1975," she added. "Perhaps by then a power source will be developed for the electric trolleys so they won't need the overhead wires."

BALKED

Supervisors Robert Gonzales and John Molinari accepted the 1975 date, though they balked at any thought of permanent trolley wires and trolley buses on the beautified Market street.

"I want trolley service on Market as long as possible, but there's no way I will support it past 1975," said Molinari. "The plans have been made to remove the wires and that's the way it's going to be."

Gonzales agreed, though he pointed out that "removing the wires won't ipso facto beautify the street."

City officials said the continuance of trolley service until at least 1975 will require temporary poles to support the overhead wires for the four blocks between Fremont and Steuart streets.

1 Aug 1972

larket Street Trolleys

THE REMOVAL of overhead trolley wires Market street has long been urged by ronmentalists opposed to their visual pollu- . The 1968 city bond issue for modernizing ket street after the chaos of BART construc- accordingly provided for their removal.

Now there is growing concern among some groups that the motor buses which would re- e the trolley coaches would create a far more arable pollution by their noise and fumes. the monstrous new generation of diesel buses sier than the law should allow is conceded by Municipal Railway's own study of the matter.

This is the situation in which the Muni, the sit Task Force and the Supervisors are tan- as Market street modernization goes ahead. week a supervisors' committee recommended oving the removal of the trolley wires till

These overhead festoons power both street- and trolley coaches. Since streetcars are not luled to go underground in the BART tube till and at the rate BART is going it could be , the overheads cannot be altogether removed then. It is certainly sensible to avoid a final sion to banish trolley coaches from Market t if that decision does not have to be made

Signals Switched on Market

Trolleys Almost Done In

The possibility that Municipal Railway trolley bus service along Market street could be shut down permanently next month was revealed yesterday at City Hall.

The news was a jolt to members of the Board of Supervisors' Streets and Transportation Committee, who demanded that action be taken to stop the threat.

It was, they quickly discovered, a real possibility because two city agencies were acting almost oblivious of each other's activities.

The disclosure that Market Street trolley bus service is threatened permanently at the end of August came early in a public hearing called to discuss keeping electric bus service on Market street at least until 1975.

SIGNALS

Jack Barron, head of the city's Market Street Task Force, was outlining in a monotone the $30 million project to beautify the street when he let drop the fact that installation of new traffic signals late next month will necessitate the removal of existing trolley wires

(His plan would not affect streetcars, which draw power from overhead power lines near the middle of the street, but trolley buses that use wires near the curbs.)

And what did Barron think the Muni would do to make up for the loss of electric trolley service, the supervisors demanded?

"I expect them to substitute motor coaches for the trolley buses," Barron replied mildly.

GROWL

His answer brought Muni general manager John M. Woods to his feet to growl, "We don't have enough motor coaches to make that kind of massive switch."

To change from trolleys to diesel buses along Market and the lines that feed into it would take "100 buses, we just don't have," he asserted.

The supervisors, incredulous at the thought of all bus service on Market street being threatened in slightly more than a month because of lack of communication between departments, asked Barron if he knew the Muni couldn't substitute motor coaches even if it wanted to.

"Well, we haven't been given official notice of the Muni's position in this," Barron replied. "We wrote the Muni about our plans for the new signals but we haven't received a reply."

Woods, who said he got Barron's letter on Tuesday, explained that he thought the problem could be worked out by moving the trolley wires toward the middle of the street and away from the new traffic lights.

Asked for his opinion of that solution, Barron said he couldn't comment until "it's been evaluated by our technical advisory committee."

ANSWER

Committee chairman Robert Gonzales said the obvious answer was that "we're going to have to move those wires" and ordered the two city agencies to work out their plans immediately.

"This is a critical problem which must be solved before the end of August," added Supervisor John Molinari.

The two supervisors, joined by Supervisor John Barbagelata, scheduled a special meeting for August 10 to hear the solution to the Muni trolley wire problem.

Dishwasher Buys 29 Kitchens

By Ralph Craib

There was a little informal luncheon upstairs at Moars Cafeteria, 33 Powell street, yesterday to announce that a former dishwasher had just purchased the entire Fosters/West chain of 29 restaurants for something over $2 million.

Jesus (Jesse) Monroy, who in 1949 was a penniless immigrant from Mexico, had started out a couple of months ago to buy only the three Bufano brotherhood murals on the walls of Moars, a Fosters' branch.

But along the way, his ambitions and the possibilities widened. He wound up acquiring the Fosters chain of restaurants from the Eastern corporation, La Touraine-Bickford, of which it was a subsidiary.

The exact sale price was not disclosed, but Monroy confirmed that it exceeded $2 million.

Neil Van Winkle, Monory's attorney and mayor of Los Banos where Monroy has acquired a real estate empire of some proportions, said that the deal was for "cash and other considerations."

Monroy, son of a famous Mexican revoluationary general, dropped out of that country's military academy and went to New York to see the world and learn about business.

His best education was obviously at Fosters. In 1958, he began washing dishes at a pancake palace in San Mateo operated by Fosters, and rapidly started up the line of promotions. In a statement to the chain's 500 employees, he said that the company's tradition of training its own people and advancing them to new responsibilities would continue.

"It seems like a dream for me to be in this position," Monroy told a group of Fosters executives and newsmen at the luncheon yesterday.

When he first came to the chain, he said, he was in dire need of a job and the company had launched him on his way.

Monroy is now developing the $4 million Mission Tesoro roadside rest, a food and service area city alongside the new Interstate Highway 5 at Los Banos. It will be the first major development on that route between Los Angeles and the Bay Area. Ground is to be broken later this month.

He still wants to see the Bufano murals, installed as a principal atrraction in a "travelers' shrine" at Mission Tesoro. But he has given the local Bufano Society a four month period to raise $100,000 to purchase them. The appraised value of the murals is $300,000.

There will be no immediate changes in personnel for Foster West nor in policy, Monroy said.

Jesus (Jesse) Monroy (right) and his wife, Lupita, were given keys to 29 Fosters/West restaurants by H. Peter Rose, president of the chain. Monroy's lawyer, Neil Van Winkle, watched the ceremony.

MARKE

142-2500

MARKET STREET DEVELOPMENT PROJECT

A meeting of the Executive Committee of the Board of Directors
11:00 a.m., Tuesday, January 27, 1970

MINUTES

The meeting was called to order by the President at 11:02 a.m., January 27, 1970, at the Project office, 870 Market Street.

Present were:

Executive Committee Members:

Eugene L. Friend
Sidney A. Haag
R. S. Freese
Francis J. Sitek
Richard Nugent

Staff:

Bernard Averbuch
Cynthia Wallis

Directors Present:

Joseph Hiss

Members of Executive Committee Absent were:

Gen. James W. Coutts
Benjamin J. Henley, Jr.
Albert S. Samuels, Sr.

Five of the eight members of the Executive Committee being present constituted a quorum for the conduct of business.

Financial Statement

A financial statement, a copy of which is attached hereto, was presented. There being no questions a motion was made for acceptance, which was 2nded and unanimously passed. As the U. S. Treasury Bill which the Project holds will mature Feb. 6, 1970 it was decided that another be purchased.

Membership Drive

Mr. Friend stated that Mr. Averbuch had been doing a good job on getting new members and that there were also some good prospects for additional new members. Some of these new members are: Bay Bridge Sales, Hotel Oxford, Stanley Herzstein, Phelan Building, Balboa Building, Western Merchandise Mart, Carter's Jewelry and we expect the Hearst Corp. & Tishman to join in the near future.

Annual Members Meeting

After some discussion it was decided that the Annual meeting this year will be held at 11:00 a.m., in the Conference Room 3017, 555 Market Street, Standard Oil. The presentation of the "Outstanding Police Service" award will be presented at 10:30 a.m. immediately before the calling to order of the Annual Meeting. The reason for this being to speed-up the actual meeting. The date for the presentation and meeting is MARCH 11th, 1970. Notice will be sent out, which is to be followed-up by telephone.

Nominating Committee

The nominating committee selected to prepare a list of nominees for election or re-election to the Project's Board of Directors is: Fran Sitek, chairman, Sid Haag and James W. Coutts. The nominations will be presented at the Seventh Annual Meeting. Nominations from the floor will also be in order. Nominations and selection of Officers will be held at the New Board of Directors meeting immediately following the Annual Meeting. The question was raised as to how many Directors may be on the Board. From the Articles of Incorporation; "The number of Directors of this Corporation shall be not less than 17 nor more than 20, . . .". At the present time we have 20.

Executive Director's Report

Station "L" Entrance - Mr. Averbuch stated that the controversy was now over and that this station entrance at Montgomery & Post would be retained.

Downtown Assoc. Lunch- Mr. Averbuch asked if we should purchase some tickets for the up-coming lunch meeting. It was decided that we should purchase about four.

BART Open House- At the present time we are working on sponsoring an open house with BART. This would be held on a Sunday possibly in March.

Crosswalks & Barricades- There has been some clean-up on lower Market Street and we will begin working on the area around Woolworth's. There has been some trouble among the contractors and the date is still not set for moving the crosswalk from in front of Penneys to other side.

McDonald's Hambugers- McDonalds is looking for a site on Market. They hope to open up in 1970. This is a franchised outfit and while the management is superior it was felt that we should still try to discourage another open-air, walk-away hambuger operation on Market Street.

Embarcadero Station- There have been no new developments other than the Transit Task Force sending two representatives back to Washington to apply for Federal funds.

Muni/BART- BART has called for bids on stations. October 1972 BART running. 1973 Streetcars running. The Transit Task Force has scheduled 1973 for restoration. Brick will, however, go in as street is ready or within six months of completion. Since there has been such a delay in the design of the new cars and no money for the new cars for MUNI (which they hope to get by a bond issue or using non-profit corp.) the streetcars will still be running on tracks on Market Street after BART is running. This maybe for a year or more with the tracks having to be removed and the street re-surfaced after the streetcars finally go underground.

Sign Ordinance- Mr. Averbuch commented on the proposed Market Street sign ordinance, explaining how the Market Street Development Project with others helped to write the ordinance. He outlined the provisions as follows:

NO projecting sign over 6 feet
NO vertical sign higher than 60 feet & can not extend over roof
NO roof signs, flashing lights and signs that turn.

Holiday decorations are exempt.

Mr. Averbuch said the only opposition comes for the billboard operators and theater owners. The ordinance has since been approved by the Planning Commission and now goes to the Board of Supervisors for final approval.

There being no further business the meeting adjourned at 11:55 a.m.

Bernard Averbuch

Bernard Averbuch, Ex. Director

Cynthia Wallis

Cynthia Wallis, Recorder

28 October 1969

Francis J. Sitek
Standard Oil Co.
225 Bush street
San Francisco, CA 94104

Dear Fran:

The story you sent mentioning Market Street for the forthcoming issue of San Francisco Business is great, and the more the theme is used of the excellence of Market Street the better. I read the article on financing Urban Mass sTransit with interest. They sure toss around billions with ease.

Ben Henley has expressed an interest in the pending design of the Powell Street station Plaza (called Andrew Hallidie Plaza) and so I am in contact with the Task Force on that subject. I also have in my possession a critique written by Gerry McLindon for the MSDP. He went into some detail and had some strong comments to make on the proposed Powell Plaza. I am looking into this and plan to contact him for further background on his views.

I am now also in meetings with the City Planning Department on suggestions for the proposed sign ordinance to cover Market Street. I am talking with Lloyd Pflueger, General Coutts and the Chamber of Commerce on this so that we can be in agreement. I have already made a suggestiontfo form a Market Street Sign Commission to advise on sign permits for Market Street. This would include us, a City representative, an industry man and a designer. This way we could get our point of view across before decisions are made, and not afterwards.

The police problem is continuous and Gene Friend and I have been lunching with vardous police officers to get the job done. Some results are already being seen. For example, Southern Station, which covers the South side of Market, has made some 300 arrests in one week. The hotel people are also interested

(MORE)

and I have been meeting with them to get this campaign rolling on other levels.

With Captain Don Scott I traveled to the temple of the Krishna Society, those fellows with painted faces, shaven heads and Buddhist robes. We obtained an agreement from the chief monk Madhudvisa Das (alias Michael Morrisey of Boston) on some ground rules for them appearing on Geary Street and on Market Street. He gave us an exemption from the requirement of removing our shoes before we entered the temple.

We met with the Task Force and officials of PG& E and Southern Pacific to discuss the problem of their sub-sidewalk structures that will interfere with the planting of Market Street trees. This will be one more expense because those structures have to be moved and it is a question of who pays the costs.

The question of financing the method of cleaning the leaves off the sidewalk is still before us, as is a host of other matters with BART, including traffic problems at 5th and Market Streets when street construction begins in January. There is also the question of City plans of putting its decorative brick onto the sidewalks when they are restored by BART contractors.

I met with Justin Hermann to discuss the financing problems of the Davis Street station.pro was a good meeting and I think he has the answer, which I shall detail to you later.

I had lunch with two more members of the press, and visitied the papers twice on other matters.

I will continue to keep you up to date on our activities.

Respectfully,

Bernard Averbuch
Executive Director

San Francisco Chronicle ☆ Wed., May 13, 1970

Rechristening a Plaza

MARKET STREET'S MERCHANTS and property owners, whose affection for the management of the Bay Area Rapid Transit District (BART) possibly varies inversely with the duration and extent of that thoroughfare's disembowelment, are sending up a vigorous chorus of dissent from a proposed BART policy.

With its core at and near the Fifth-and-Market intersection, the protest concerns the station now being built at that busy location, hitherto designated as the Powell Street station, but which on recommendation of BART's Administration Committee, would be rechristened Powell/Union Square station.

The plaintiffs are asking querulously how Union Square, some blocks removed from the station, got into the act and they are demanding that at its meeting tomorrow the District brass retain the familiar and original name and not clutter it up and create confusion by tagging on Union Square.

We think their objection has pertinence and validity, and join in their petition. At the same time, we respectfully suggest that if the management is sold on compound and inclusive nomenclature for BART stations, a name like Powell/Union Square/Fifth and Mission Chronicle Want Ads has a nice ring to it.

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